CALIFORNIA
CA-13

California's Hispanic Community

California Hispanics Are YOUNGER

40 Hispanic median age
vs 51 for Non-Hispanic

Lower Hispanic Median Household Income

$65,654
vs $126,094 for Non-Hispanic

Larger Hispanic Households

4.4 Median Persons per HH
vs 3.0 for Non-Hispanic

More Likely to Have Children in Household

47% Kids <18 in HH
vs 28% for Non-Hispanic

More Likely Renting Their Homes
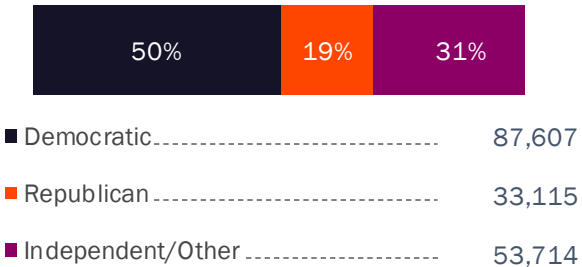
55% Rent where they live
vs 33% for Non-Hispanic

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2024 CA-13 Hispanic voter profile

2024 HISPANIC REGISTERED VOTERS

174,436

53% of all registered voters

POLITICAL AFFILIATION

50%	19%	31%

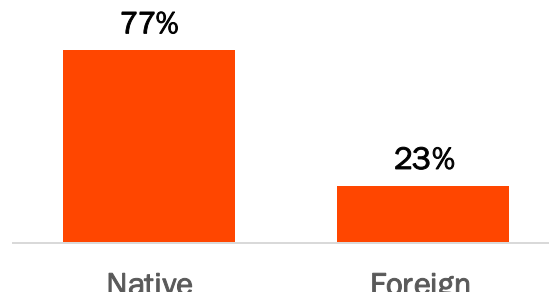|	
■ Democratic	87,607
■ Republican	33,115
■ Independent/Other	53,714

AGE DISTRIBUTION 18+	HISPANIC
18-34	43%
35+	57%
18-24	17%
25-34	26%
35-49	25%
50-64	18%
65+	14%

2024 HISPANICS AGE 5+ LANGUAGE USAGE*

- ■ Spanish Dependent
- ■ Bilingual
- ■ English Dependent

79% speak Spanish

- 14% Spanish Dependent
- 65% Bilingual
- 21% English Dependent
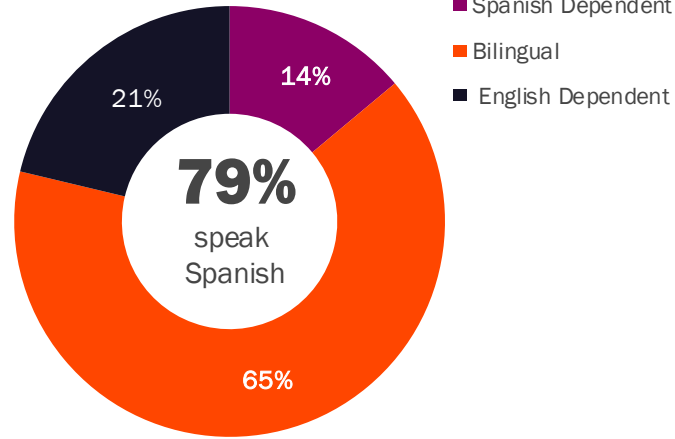
HISPANIC CITIZENS A18+ (ACS 5Y)

NATIVE/FOREIGN BORN *

- Native: 77%
- Foreign: 23%

COUNTRY OF ORIGIN*	POPULATION	SHARE
Total Hispanic Population	537,149	
Mexican	501,454	93.4%
Central American	18,057	3.4%
Salvadoran	11,686	65%
Guatemalan	3,247	18%
Honduran	1,217	7%
Nicaraguan	1,110	6%
Costa Rican	685	4%
Panamanian	74	0%
Other Central American	38	0%
Other Hispanic	12,117	2.3%
Caribbean	3,599	0.7%
Puerto Rican	2,689	75%
Cuban	817	23%
Dominican	93	3%
South American	1,922	0.4%
Peruvian	611	32%
Colombian	542	28%
Bolivian	176	9%
Ecuadorian	164	9%
Other South American	115	6%
Chilean	100	5%
Argentinean	95	5%
Uruguayan	61	3%
Venezuelan	56	3%
Paraguayan	2	0%

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TU & Media Predict

2024 Presidential Tracker

Congressional District CA-13
July 2024

Televisa Univision | Consumer Strategy & Insights | MEDIA PREDICT

Objectives

- Measure current landscape of the 2024 General Elections

- Assess voter sentiment towards current candidates and government bodies

- Understand key issues and their degree of importance as motivators to vote

- Compare and contrast Hispanic and Non-Hispanic voters

Methodology

- Online survey of 417 likely voters ages 18+

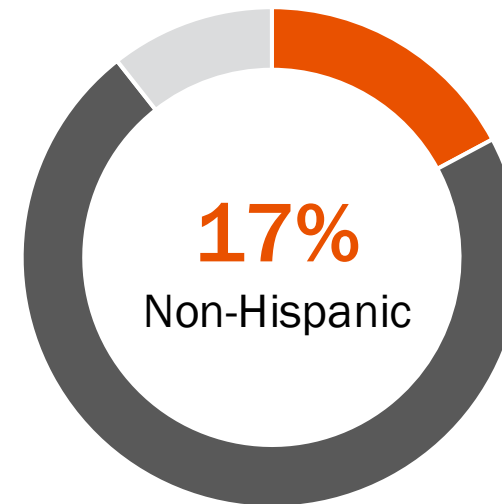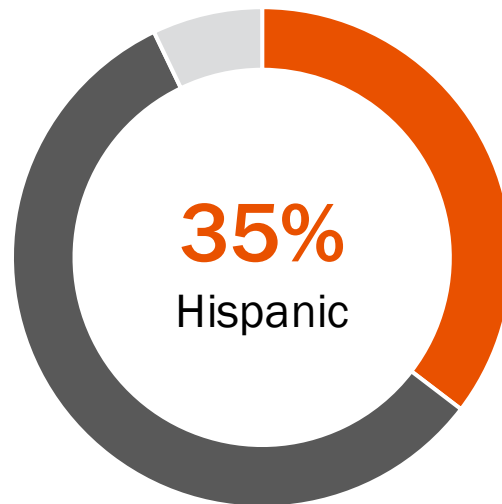| A18+ |
| :---: |
| 223 Hispanic (152 SpanDom/Bilingual) |
| 194 Non-Hispanic |

- In field 7/5/2024 – 7/26/2024

- Weighted to the registered voter universe by age, gender, education, and political party affiliation. Results from full survey have a margin of error of plus or minus 6.7% for Hispanics and 7.2% for Non-Hispanics.

- **This Report: Hispanic SpanDom/Bilingual vs Non-Hispanic**

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Only 35% of Hispanics Believe U.S. is Headed in the Right Direction

In general, do you believe that the United States is headed in the right direction, or has it gone off on the wrong track?

US Right or Wrong Track

35%
Hispanic

17%
Non-Hispanic

- ■ Right direction
- ■ Wrong track
- ■ Unsure/I don't know

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46% of Hispanics Believe California is Headed in the Right Direction

In general, do you believe that California is headed in the right direction, or has it gone off on the wrong track?

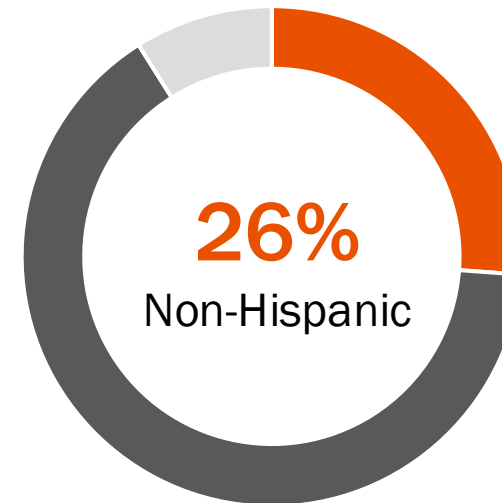California Right or Wrong Track

46%
Hispanic

26%
Non-Hispanic

- ■ Right direction
- ■ Wrong track
- ■ Unsure/I don't know

Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024
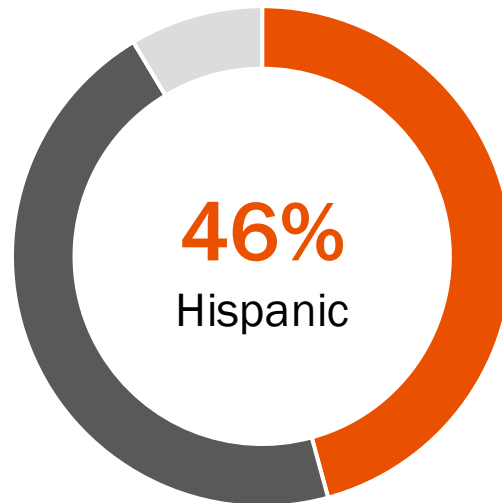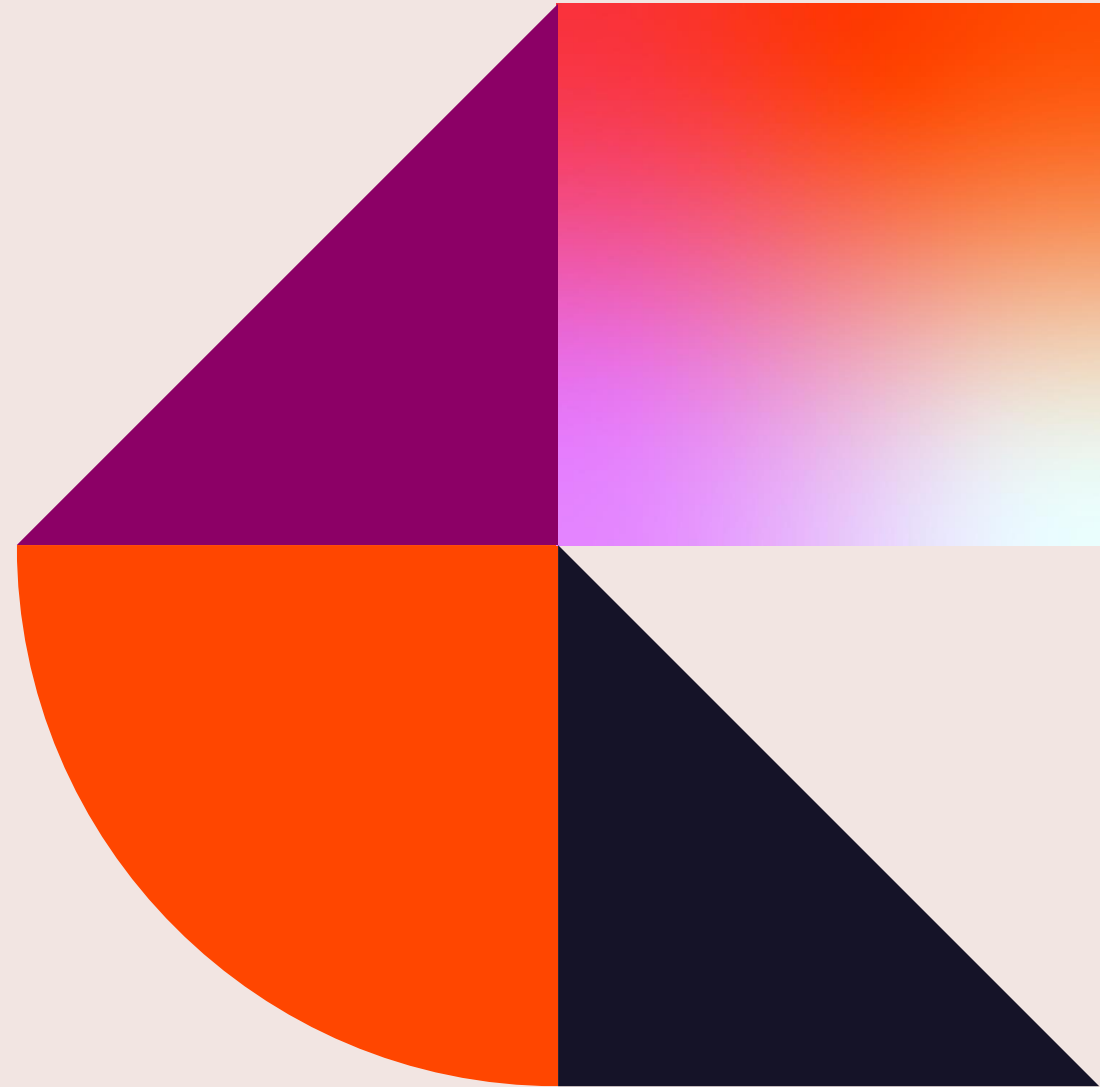
50% of Hispanic Voters Believe Quality of Life in California Has Gotten Worse

In general, do you believe that the quality of life in California has become better or worse in the last few years?
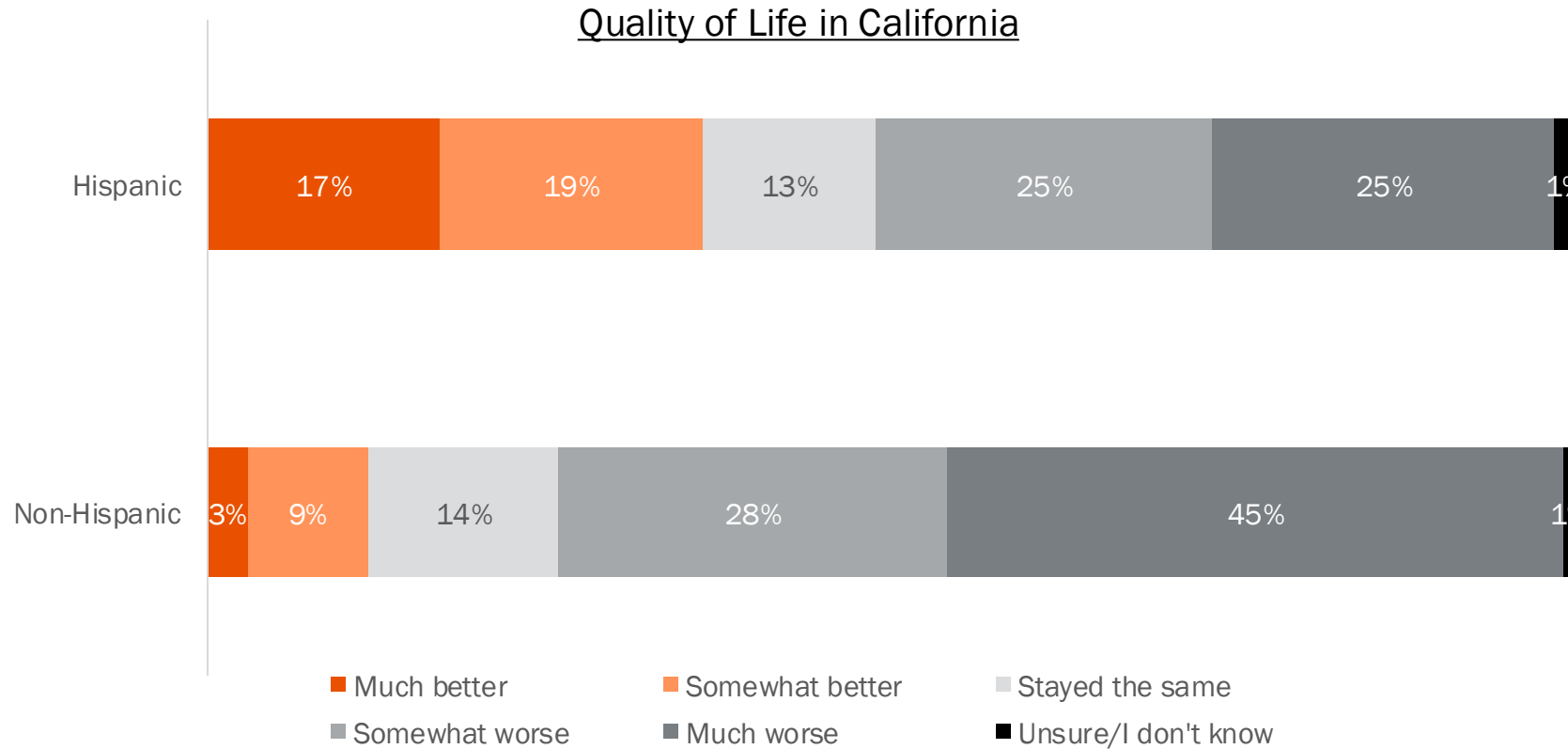
Quality of Life in California

Hispanic: 17% | 19% | 13% | 25% | 25% | 1%

Non-Hispanic: 3% | 9% | 14% | 28% | 45% | 1%

Legend:
- Much better
- Somewhat better
- Stayed the same
- Somewhat worse
- Much worse
- Unsure/I don't know

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General Election Polling

US Senate Vote: Schiff vs Garvey

- SCHIFF FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 47% OF HISPANICS UP FOR GRABS (32% NOT DEFINITE, 15% UNSURE)

If the election for United States Senator from California were being held today, and the candidates were Adam Schiff (Democrat) and Steve Garvey (Republican), for whom would you vote?

US Senate Vote

	Definitely Schiff	Probably Schiff	Probably Garvey	Definitely Garvey	Someone else	Unsure/I don't know
Hispanic	32%	22%	10%	16%	5%	15%
Non-Hispanic	23%	13%	17%	34%	3%	10%

■ Definitely Schiff ■ Probably Schiff ■ Probably Garvey ■ Definitely Garvey ■ Someone else ■ Unsure/I don't know

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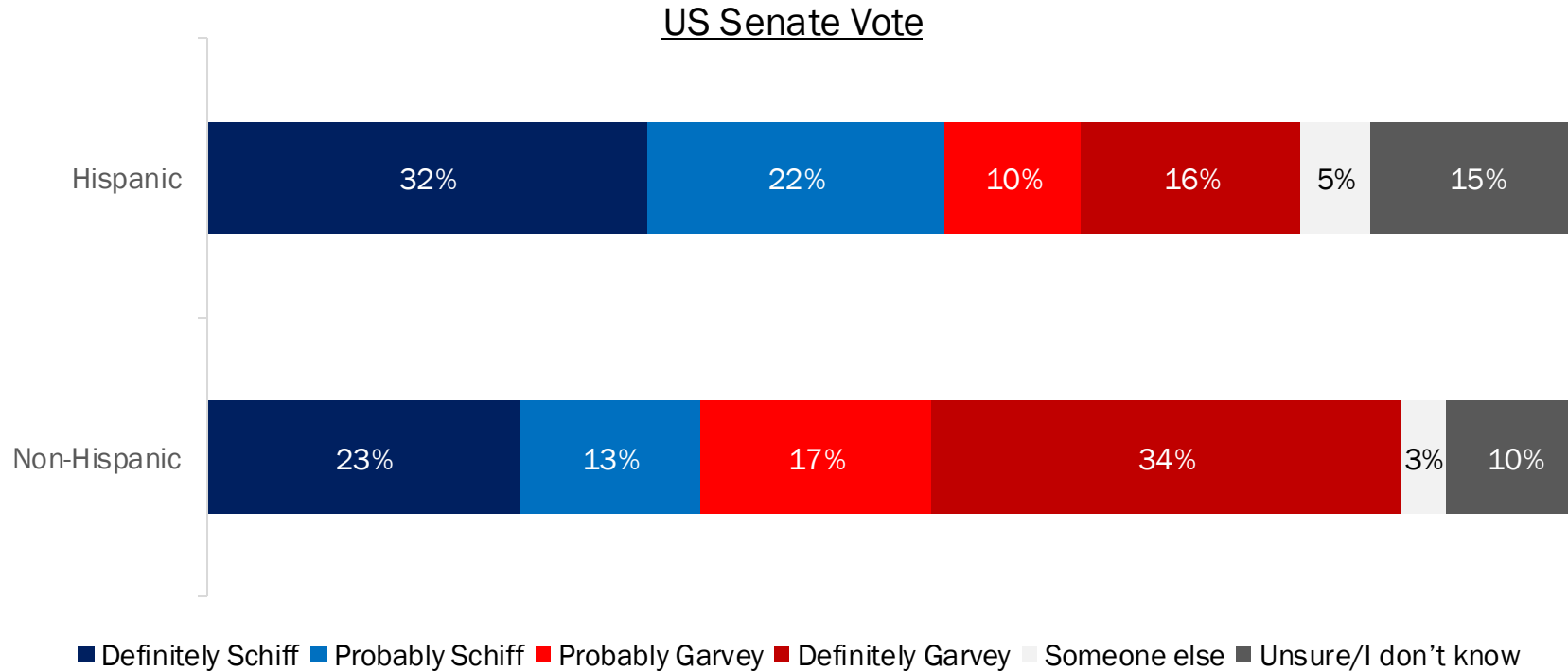
39% of Hispanics Not Completely Certain about Their Vote for US Senate

How certain are you that this is the right choice of candidate for you?

US Senate Vote Certainty

Hispanic: 61% | 20% | 13% | 5% | 2%

Non-Hispanic: 52% | 26% | 16% | 4% | 3%

Legend: 5 - Completely certain | 4 | 3 | 2 | 1 - Not certain at all

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Willingness to Vote for Candidates in US Senate Election

For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.

Candidate Vote Willingness

Hispanic

Adam Schiff (D)	38%	17%	20%	5%	14%	6%
Steve Garvey (R)	19%	14%	21%	11%	31%	4%

Non-Hispanic

Adam Schiff (D)	21%	16%	14%	10%	36%	3%
Steve Garvey (R)	36%	19%	12%	8%	22%	3%

- ■ Very willing
- ■ Somewhat willing
- ■ Neutral
- ■ Somewhat unwilling
- ■ Very unwilling
- ■ Unsure/No opinion

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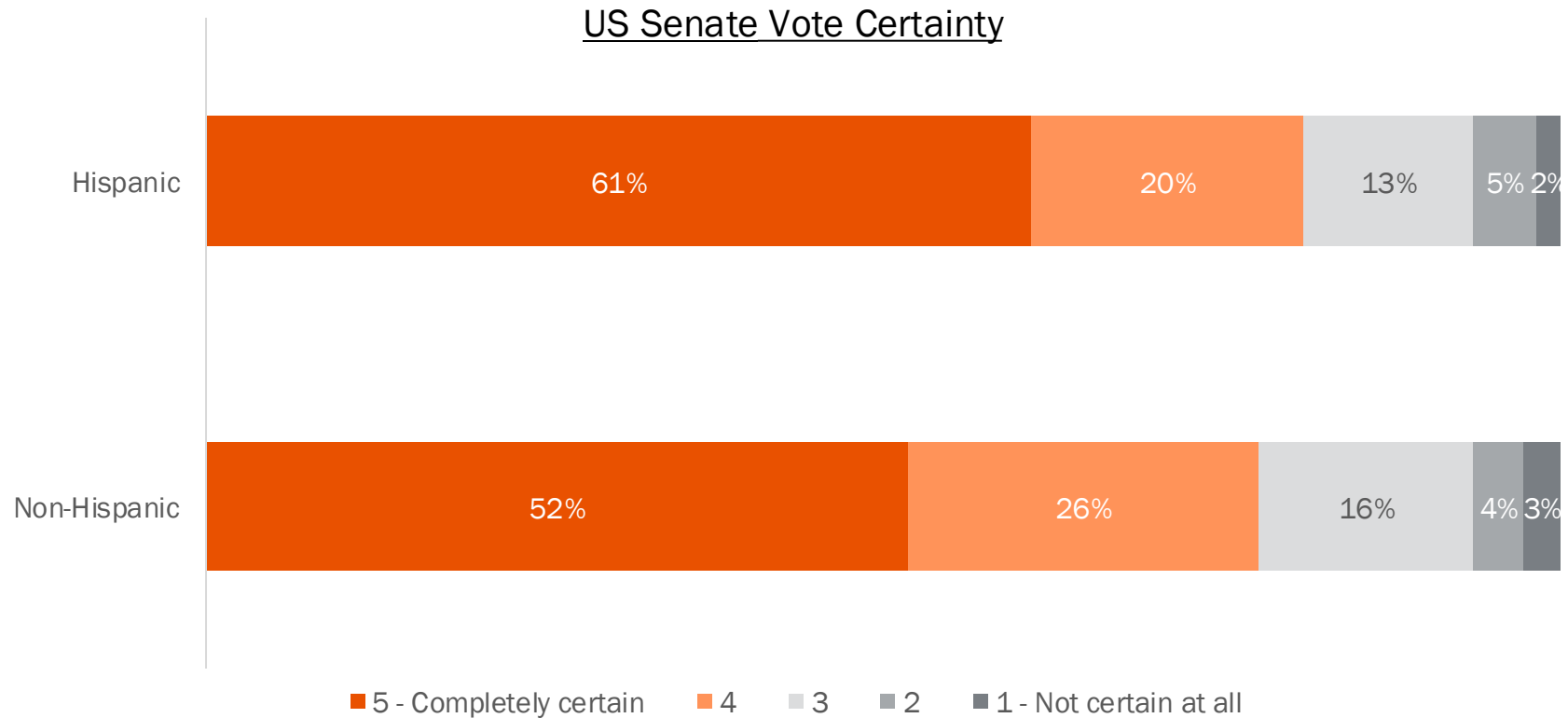# House of Representatives Vote: Gray vs Duarte

- GRAY FAVORED BY HISPANICS, HIGHER THAN NON-HISPANICS
- 43% OF HISPANICS UP FOR GRABS (32% NOT DEFINITE, 11% UNSURE)

If the election for the United States House of Representatives were held today, and the candidates were Adam Gray (Democrat) and John Duarte (Republican), for whom would you vote?

House of Representatives Vote

	Definitely Gray	Probably Gray	Probably Duarte	Definitely Duarte	Someone else	Unsure/I don't know
Hispanic	38%	20%	12%	16%	4%	11%
Non-Hispanic	21%	14%	17%	31%	4%	13%

Legend: ■ Definitely Gray ■ Probably Gray ■ Probably Duarte ■ Definitely Duarte ■ Someone else ■ Unsure/I don't know

40% of Hispanics Not Completely Certain about Their Vote for US House of Representatives

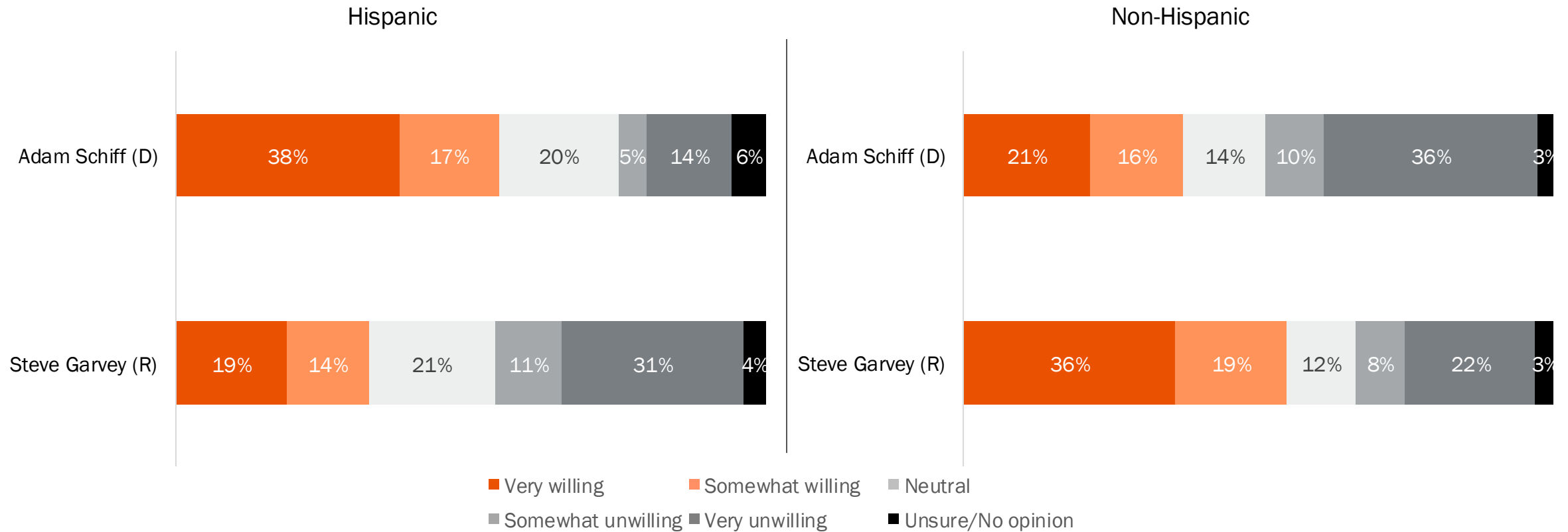*How certain are you that this is the right choice of candidate for you?*
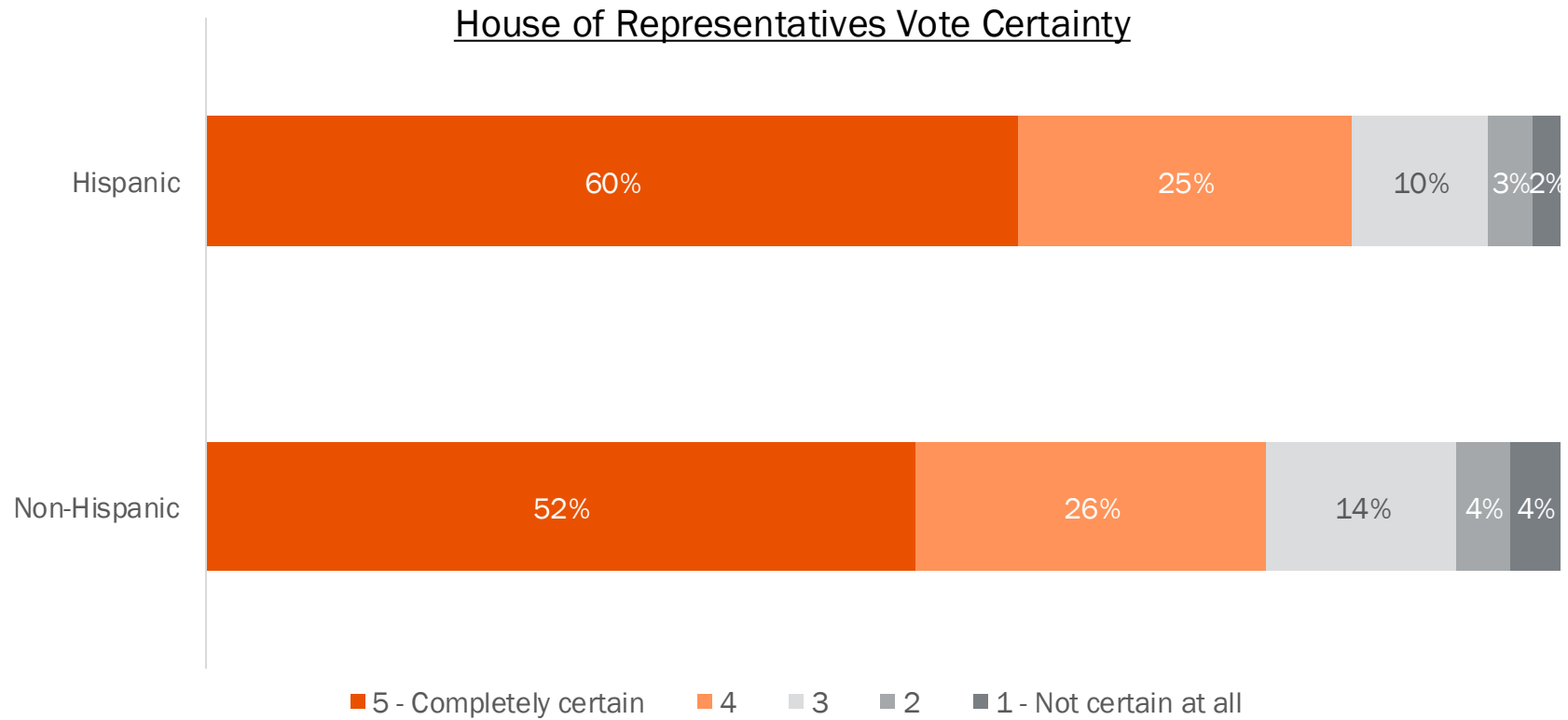
House of Representatives Vote Certainty

Hispanic: 60% | 25% | 10% | 3% | 2%

Non-Hispanic: 52% | 26% | 14% | 4% | 4%

- 5 - Completely certain
- 4
- 3
- 2
- 1 - Not certain at all

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Willingness to Vote for Candidates in US House of Representatives Election

For the candidates listed below, please indicate how willing or unwilling you would be to vote for them in the general election.
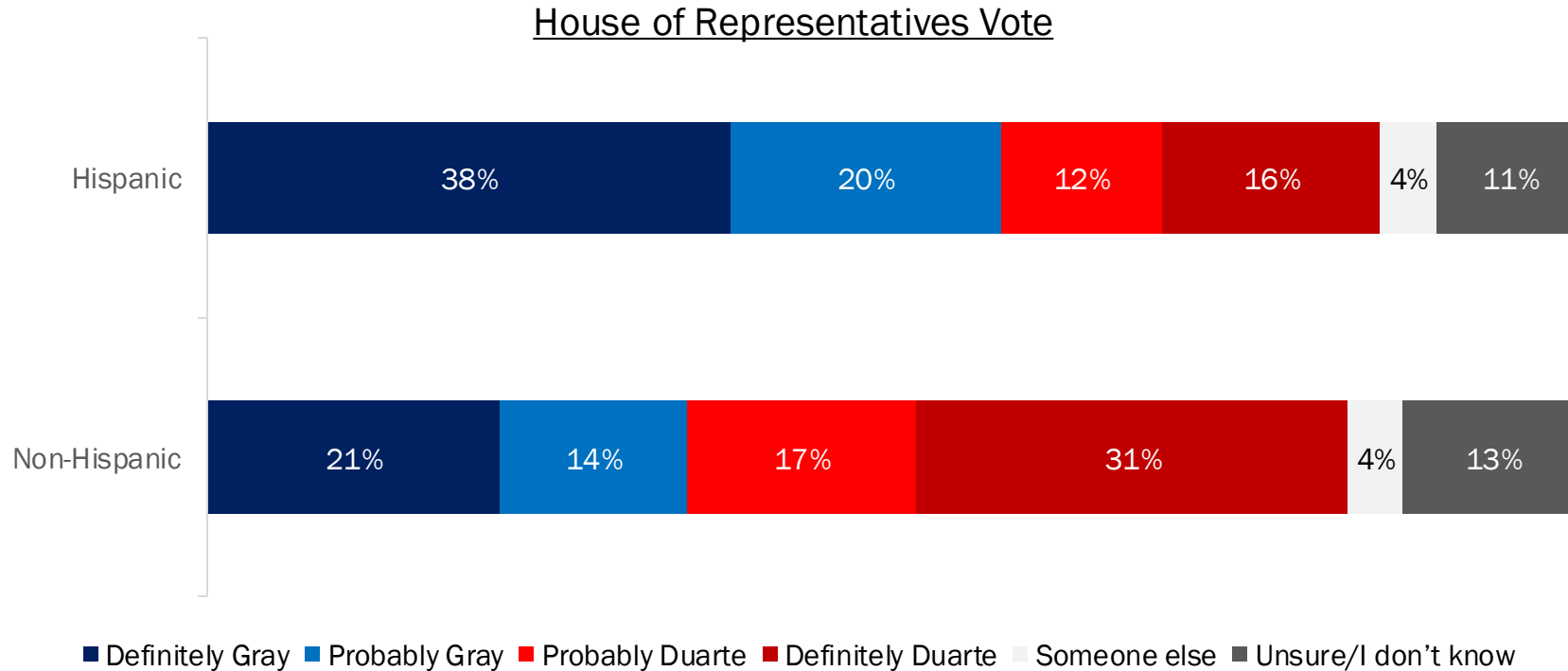
Candidate Vote Willingness

Hispanic

Adam Gray (D)
- Very willing: 40%
- Somewhat willing: 16%
- Neutral: 20%
- Somewhat unwilling: 5%
- Very unwilling: 15%
- Unsure/No opinion: 4%

John Duarte (R)
- Very willing: 22%
- Somewhat willing: 12%
- Neutral: 20%
- Somewhat unwilling: 11%
- Very unwilling: 32%
- Unsure/No opinion: 3%

Non-Hispanic

Adam Gray (D)
- Very willing: 21%
- Somewhat willing: 15%
- Neutral: 17%
- Somewhat unwilling: 13%
- Very unwilling: 30%
- Unsure/No opinion: 5%

John Duarte (R)
- Very willing: 34%
- Somewhat willing: 16%
- Neutral: 15%
- Somewhat unwilling: 9%
- Very unwilling: 21%
- Unsure/No opinion: 5%

Legend:
- Very willing
- Somewhat willing
- Neutral
- Somewhat unwilling
- Very unwilling
- Unsure/No opinion

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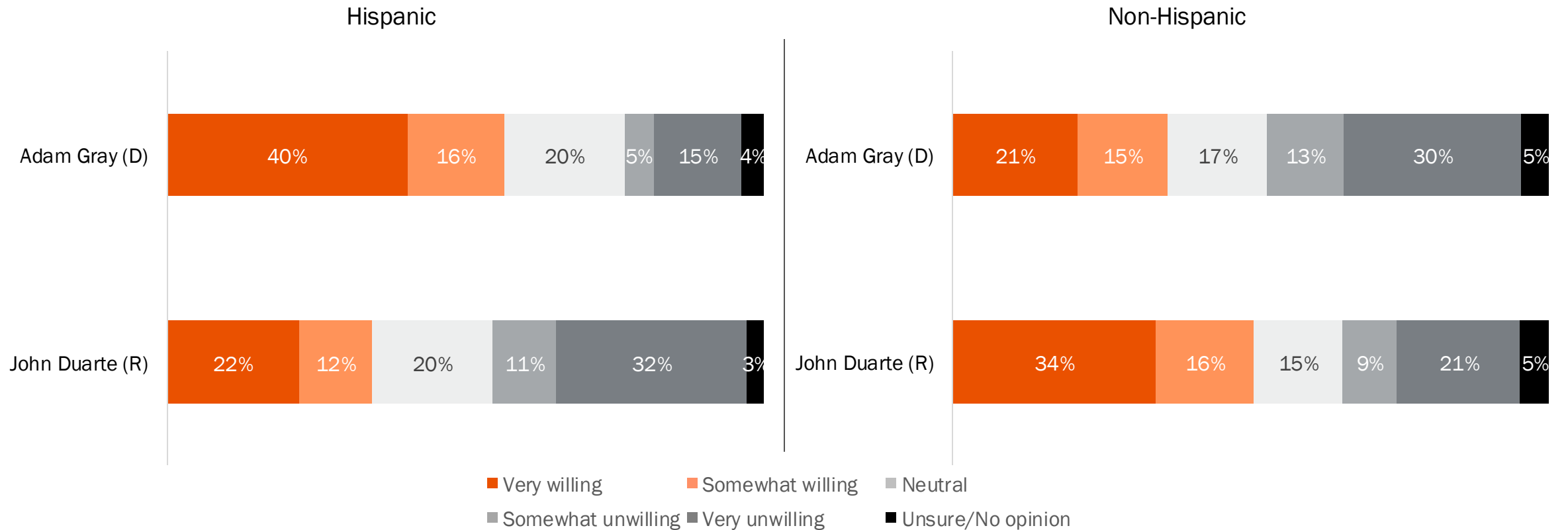
Hispanics More Likely than Non-Hispanics to be Crossover Voters This Election

In the upcoming general election in November, how likely or unlikely are you to vote for a candidate from a political party that you typically have not voted for in the past?

Switching Party Vote

Hispanic
- Very likely: 28%
- Somewhat likely: 17%
- Neither likely nor unlikely: 14%
- Somewhat unlikely: 6%
- Very unlikely: 29%
- This will be first time voting: 4%
- I haven't typically voted for one party: 2%
- **45%** (Very likely + Somewhat likely)

Non-Hispanic
- Very likely: 14%
- Somewhat likely: 12%
- Neither likely nor unlikely: 12%
- Somewhat unlikely: 19%
- Very unlikely: 37%
- This will be first time voting: 1%
- I haven't typically voted for one party: 5%
- **26%** (Very likely + Somewhat likely)

Legend:
- Very likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Very unlikely
- This will be first time voting
- I haven't typically voted for one party

Favorability & Job Approval
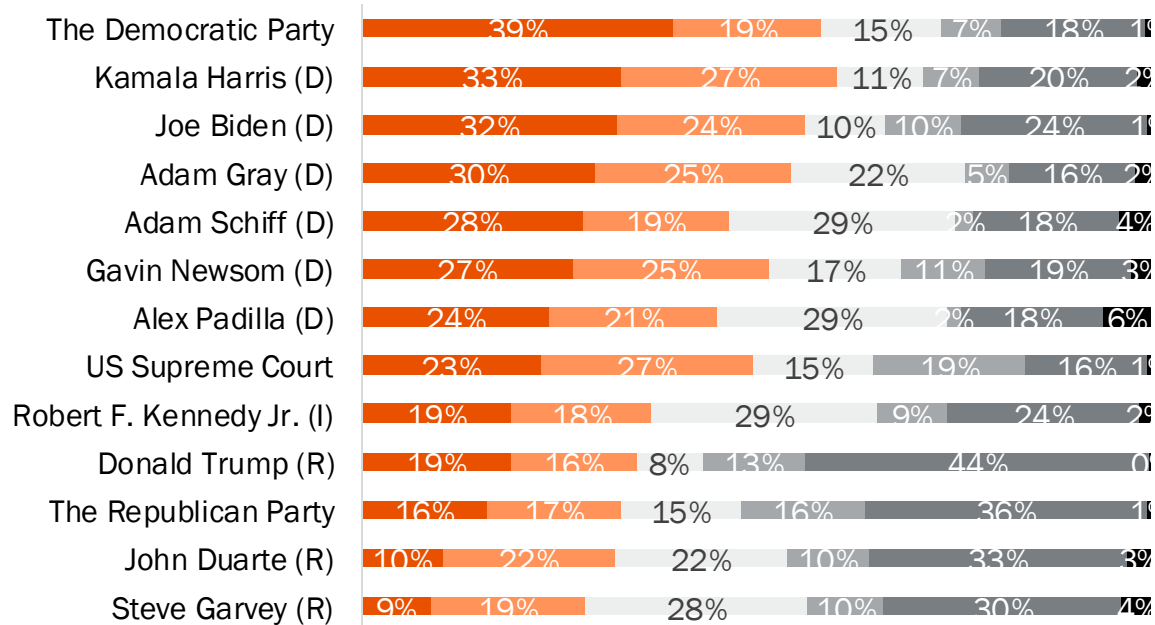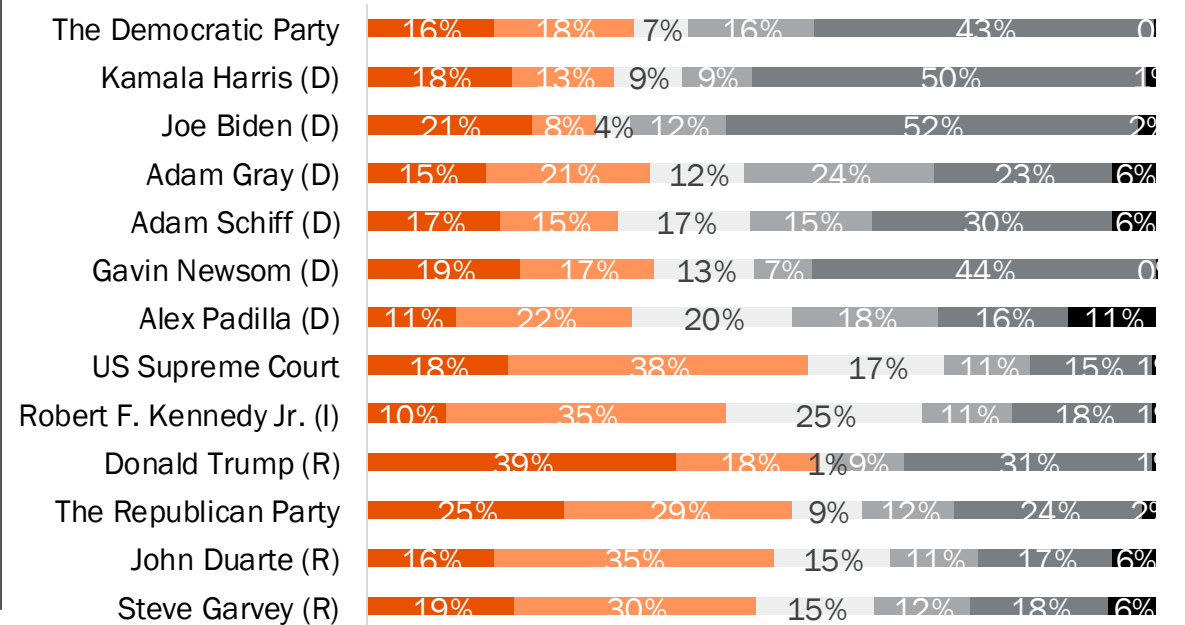
Favorability

For each individual or institution listed below, please indicate if you have a favorable or unfavorable opinion of them.

Favorability

Hispanic

	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
The Democratic Party	39%	19%	15%	7%	18%	1%
Kamala Harris (D)	33%	27%	11%	7%	20%	2%
Joe Biden (D)	32%	24%	10%	10%	24%	1%
Adam Gray (D)	30%	25%	22%	5%	16%	2%
Adam Schiff (D)	28%	19%	29%	2%	18%	4%
Gavin Newsom (D)	27%	25%	17%	11%	19%	3%
Alex Padilla (D)	24%	21%	29%	2%	18%	6%
US Supreme Court	23%	27%	15%	19%	16%	1%
Robert F. Kennedy Jr. (I)	19%	18%	29%	9%	24%	2%
Donald Trump (R)	19%	16%	8%	13%	44%	0%
The Republican Party	16%	17%	15%	16%	36%	1%
John Duarte (R)	10%	22%	22%	10%	33%	3%
Steve Garvey (R)	9%	19%	28%	10%	30%	4%

Non-Hispanic

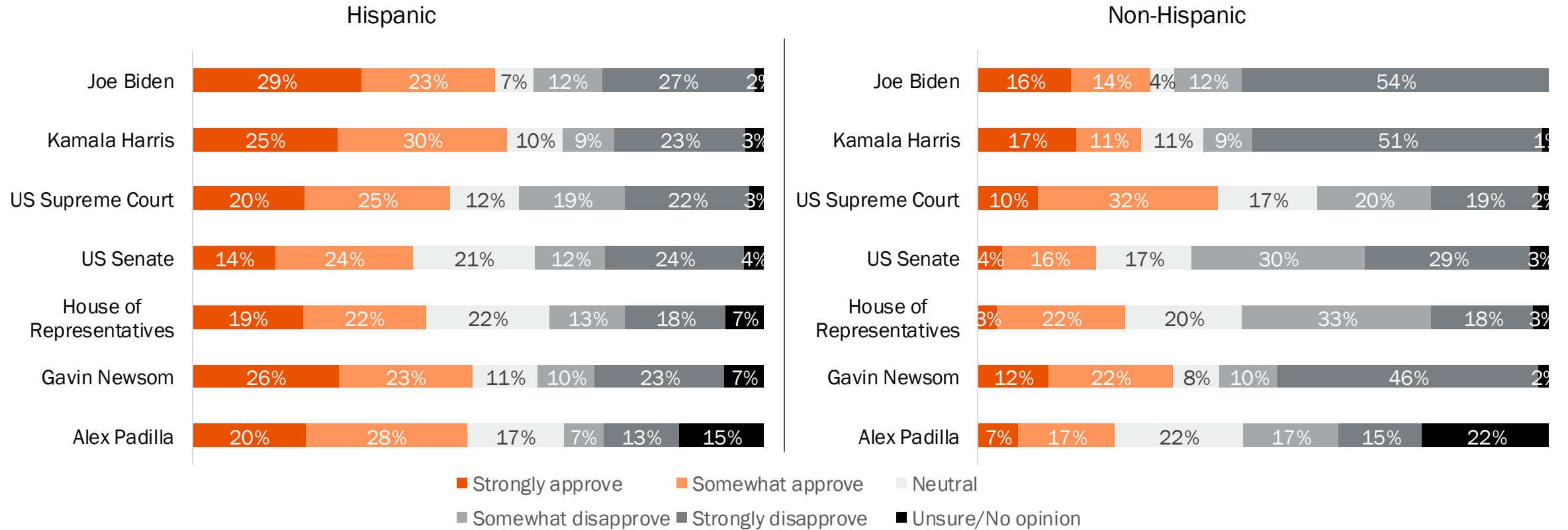|	Strongly favorable	Somewhat favorable	Heard of, no opinion	Somewhat unfavorable	Strongly unfavorable	Have not heard of
The Democratic Party	16%	18%	7%	16%	43%	0%
Kamala Harris (D)	18%	13%	9%	9%	50%	1%
Joe Biden (D)	21%	8%	4%	12%	52%	2%
Adam Gray (D)	15%	21%	12%	24%	23%	6%
Adam Schiff (D)	17%	15%	17%	15%	30%	6%
Gavin Newsom (D)	19%	17%	13%	7%	44%	0%
Alex Padilla (D)	11%	22%	20%	18%	16%	11%
US Supreme Court	18%	38%	17%	11%	15%	1%
Robert F. Kennedy Jr. (I)	10%	35%	25%	11%	18%	1%
Donald Trump (R)	39%	18%	1%	9%	31%	1%
The Republican Party	25%	29%	9%	12%	24%	2%
John Duarte (R)	16%	35%	15%	11%	17%	6%
Steve Garvey (R)	19%	30%	15%	12%	18%	6%

Legend: ■ Strongly favorable ■ Somewhat favorable ■ Heard of, no opinion ■ Somewhat unfavorable ■ Strongly unfavorable ■ Have not heard of
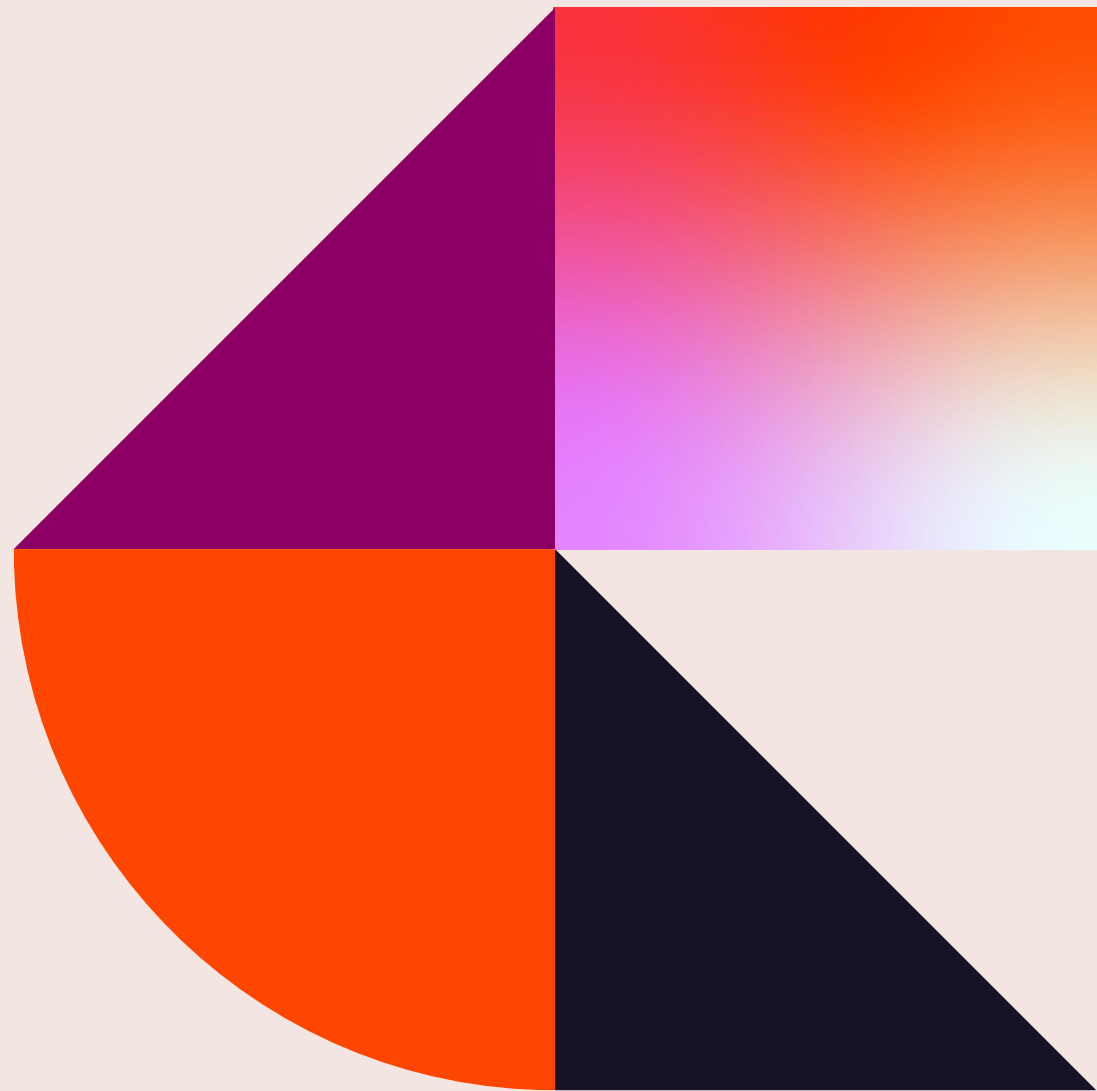
Job Approval

Do you approve or disapprove of the way [x] is handling their job?

Job Approval

Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	29%	23%	7%	12%	27%	2%
Kamala Harris	25%	30%	10%	9%	23%	3%
US Supreme Court	20%	25%	12%	19%	22%	3%
US Senate	14%	24%	21%	12%	24%	4%
House of Representatives	19%	22%	22%	13%	18%	7%
Gavin Newsom	26%	23%	11%	10%	23%	7%
Alex Padilla	20%	28%	17%	7%	13%	15%

Non-Hispanic

	Strongly approve	Somewhat approve	Neutral	Somewhat disapprove	Strongly disapprove	Unsure/No opinion
Joe Biden	16%	14%	4%	12%	54%	
Kamala Harris	17%	11%	11%	9%	51%	1%
US Supreme Court	10%	32%	17%	20%	19%	2%
US Senate	4%	16%	17%	30%	29%	3%
House of Representatives	3%	22%	20%	33%	18%	3%
Gavin Newsom	12%	22%	8%	10%	46%	2%
Alex Padilla	7%	17%	22%	17%	15%	22%

Legend: ■ Strongly approve ■ Somewhat approve ■ Neutral ■ Somewhat disapprove ■ Strongly disapprove ■ Unsure/No opinion

The Issues

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Cost of Living, Economy/Jobs, Affordable housing Top Issues for Hispanic Voters

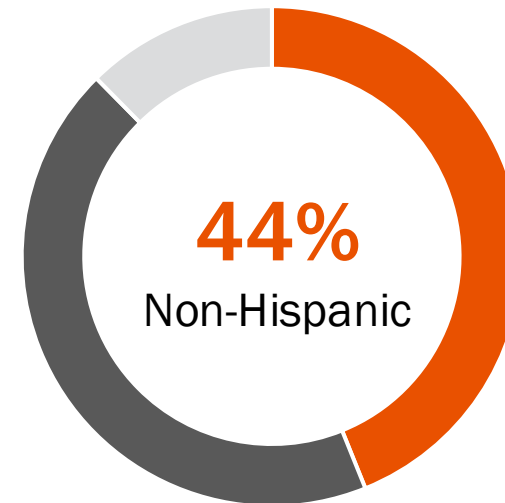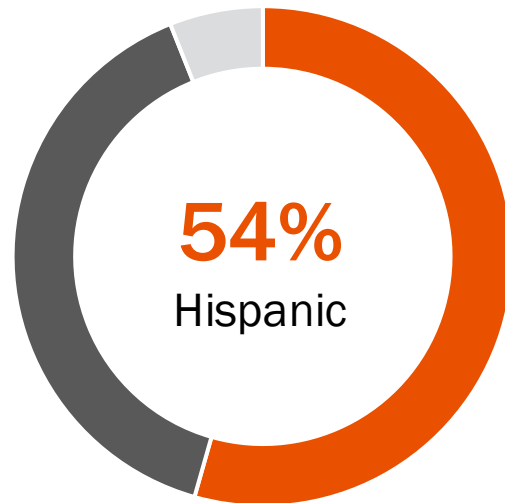*Thinking about the issues, how important are the following issues to you?*

Issue Importance TopBox

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
Cost of living	73%	74%	Gun control	39%	38%
Economy / jobs	68%	67%	Mental health	38%	42%
Affordable housing	64%	58%	Defense / military	37%	42%
Inflation	62%	70%	Gun rights / 2nd amendment	36%	45%
Healthcare	61%	60%	Energy policy	35%	30%
Education	57%	48%	Strengthening law enforcement	35%	39%
Gas prices	55%	58%	Opioids / drug abuse	35%	40%
Social security / Medicare	53%	61%	Border security	34%	54%
Crime and public safety	52%	51%	Foreign policy	31%	33%
Entitlements / social services reform (Medicare, welfare, etc.)	49%	45%	Race relations	30%	25%
Immigration	48%	52%	Russia / Ukraine war	27%	29%
Taxes	48%	51%	U.S. relationship with China	27%	24%
Homelessness	47%	49%	Police reform	26%	22%
Government spending / deficit	46%	56%	Israel/Hamas War	22%	21%
Abortion	46%	45%	Culture wars	22%	15%
Climate change	41%	31%	LGBTQ rights	19%	18%
Infrastructure, such as roads and public transportation	40%	28%			

54% of All Hispanics Said There Was One Specific Issue That Will Determine Who They Vote For

Thinking again about the issues, is there one specific issue that will determine who you will vote for?

Determining Issue

54%
Hispanic

44%
Non-Hispanic

- Yes
- No
- Unsure/I don't know

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Issues That Will Determine Who They Vote For
- ABORTION AND INFLATION MOST IMPORTANT TO HISPANICS

Please indicate which of the following issues will determine who you vote for.

Top 10 Determining Issues

	Hispanic	Non-Hispanic
Abortion	11%	16%
Inflation	10%	9%
Immigration	8%	19%
Border security	8%	6%
Economy / jobs	8%	9%
Cost of living	8%	7%
Taxes	6%	2%
Healthcare	6%	0%
Education	6%	2%
Climate change	5%	1%

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Consumer
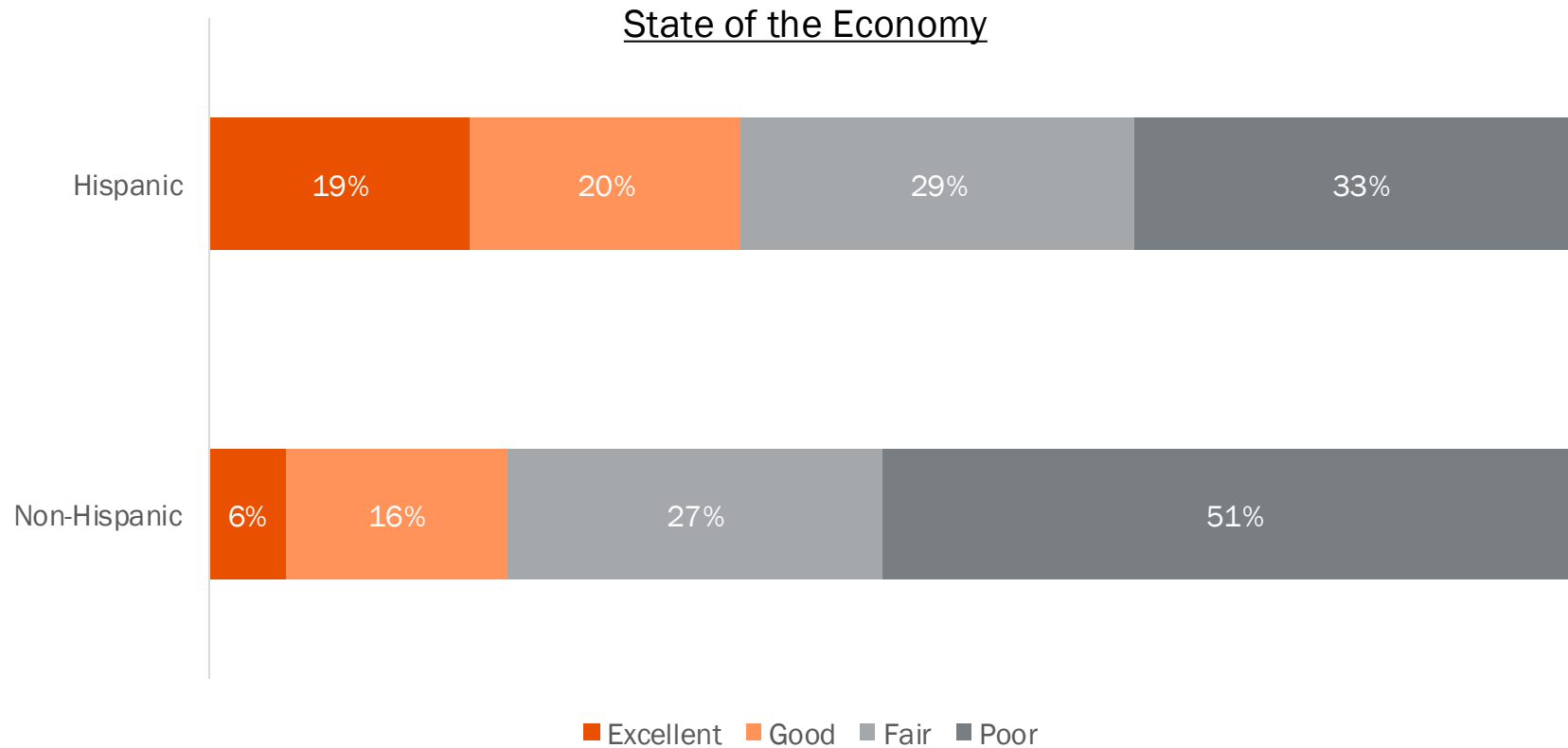Strategy & Insights

Party Better Able to Handle Issues

Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Entitlements Reform	61%	24%	42%	39%
Healthcare	57%	24%	41%	41%
Social Security	56%	21%	43%	39%
Abortion	55%	23%	41%	42%
Climate Change	53%	21%	48%	22%
Education	51%	25%	35%	38%
Foreign policy	51%	24%	30%	49%
Energy Policy	49%	23%	40%	38%
Cost of Living	47%	30%	32%	49%
Taxes	46%	32%	33%	50%

Party Better Able to Handle Issues

Thinking again about the issues, which party do you think would do a better job of handling each of the following issues, the Democratic Party or the Republican Party?

	Hispanic		Non-Hispanic	
	Democrat Top2Box	**Republican** Top2Box	**Democrat** Top2Box	**Republican** Top2Box
Gov spending	46%	28%	26%	49%
Immigration	46%	31%	27%	57%
Inflation	45%	28%	28%	53%
Economy / jobs	44%	30%	33%	53%
Border Security	40%	32%	23%	61%
National Security	40%	29%	28%	57%
Opioids	37%	25%	30%	40%
Defense	35%	27%	24%	56%
Crime and public safety	35%	30%	31%	48%

ECONOMY

62% of Hispanics Rate the Economy in Their State Right Now as Fair or Poor

How would you rate the economy in your state right now?

State of the Economy

Hispanic
- Excellent: 19%
- Good: 20%
- Fair: 29%
- Poor: 33%

Non-Hispanic
- Excellent: 6%
- Good: 16%
- Fair: 27%
- Poor: 51%

■ Excellent ■ Good ■ Fair ■ Poor

30% of Hispanic Voters Believe the Economy Will Get Worse

Thinking ahead to a few months from now... Do you believe the economy in your state will get better, get worse, or stay about the same as it is now?
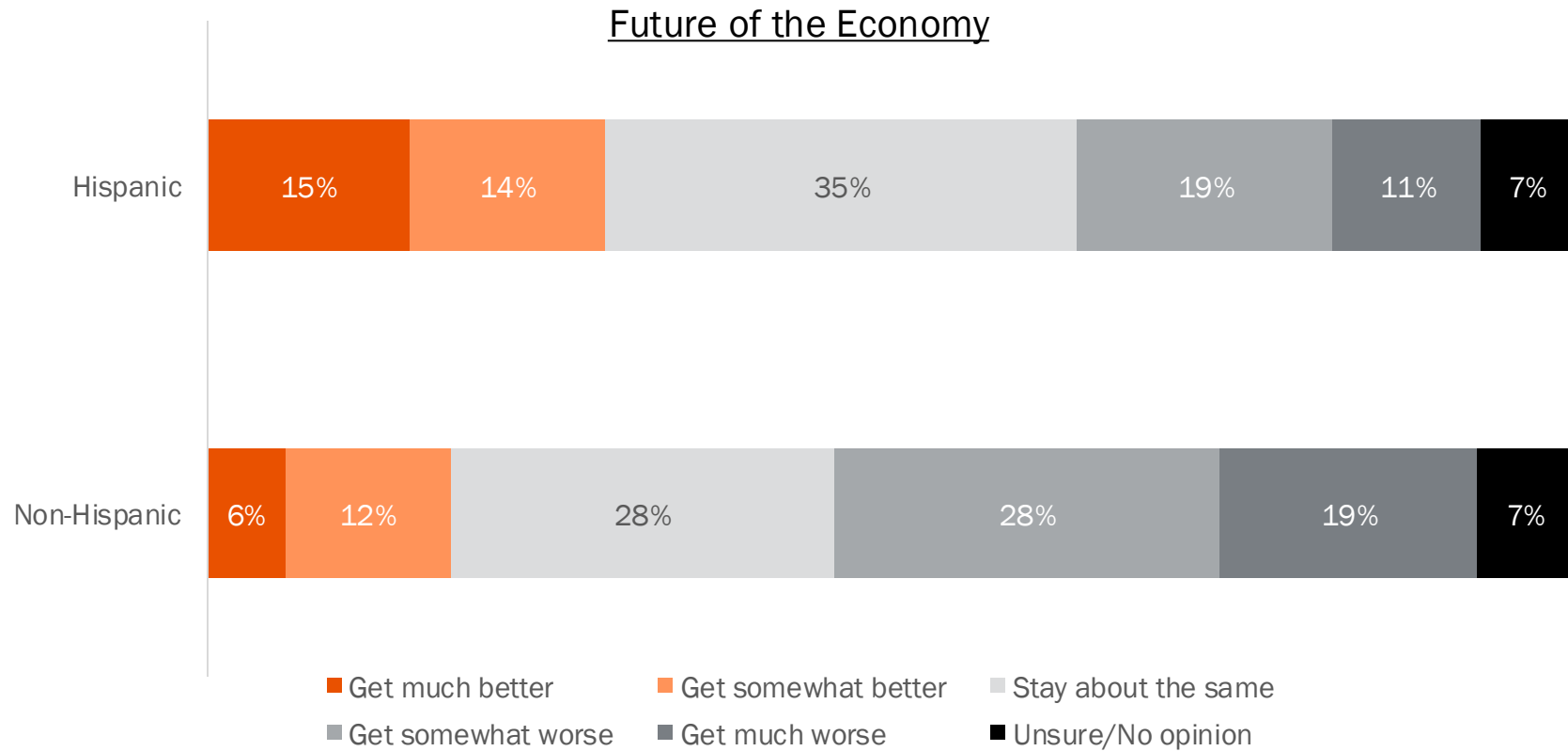
Future of the Economy

Hispanic	15%	14%	35%	19%	11%	7%
Non-Hispanic	6%	12%	28%	28%	19%	7%

Legend:
- Get much better
- Get somewhat better
- Stay about the same
- Get somewhat worse
- Get much worse
- Unsure/No opinion

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Economy

How much do you agree or disagree with the following statements? [*Economy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Inflation is putting a significant strain on my budget	76%	8%	85%	5%
I feel that it is increasingly difficult for middle class families to prosper in the United States	75%	9%	89%	3%
Corporations and financial firms are buying up single-family homes and apartment buildings and driving up housing prices	72%	11%	63%	7%
I am concerned about the U.S. federal government's spending and deficit	68%	4%	82%	8%
The price of gas is putting a strain on my finances	66%	19%	80%	9%
Someone in my household has taken, or is considering taking, a second job in order to maintain our standard of living	61%	23%	50%	24%
I have taken, or am considering taking, a second job in order to maintain my standard of living	59%	22%	50%	23%
My personal economic situation has become worse in the last year	58%	17%	73%	15%
I expect my personal economic situation to get better in the next few years	57%	24%	43%	31%
Home ownership is still within reach for most people	37%	41%	16%	73%
I feel that jobs are getting easier to find	27%	53%	17%	59%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

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PUBLIC HEALTH & HEALTHCARE

Public Health & Healthcare

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Mental health issues are a growing problem for people in the United States	84%	8%	89%	4%
Drug abuse is a serious public health issue in the United States	84%	6%	85%	5%
I am generally satisfied with my healthcare coverage	70%	14%	69%	17%
The cost of my health care and insurance is reasonable	49%	29%	45%	34%
Medicaid and Medicare are working well now	48%	18%	47%	28%
The cost of prescription drugs is a financial problem for me	47%	34%	35%	43%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

Abortion

How much do you agree or disagree with the following statements? [*Public Health & Healthcare*]	Hispanic		Non-Hispanic	
	Agree	**Disagree**	Agree	Disagree
I would not vote for a political candidate whose views on abortion were at odds with mine	**63%**	**16%**	59%	21%
Abortion laws should be created by state governments, not by the federal government	**53%**	**21%**	46%	29%

Abortion Policy *Thinking about abortion policy and laws, which of the following comes closest to your view?*	Hispanic	Non-Hispanic
Abortion should be legal only in the case of rape, incest or when the mother's life is in danger	**36%**	29%
Abortion should be illegal in all cases	**12%**	10%
Abortion should be legal until the fetus can survive outside the womb (approximately the 24th week of pregnancy)	**12%**	16%
Abortion should be legal only in the first trimester (approximately the first 13 weeks) of pregnancy	**10%**	11%
Abortion should be legal at any time during pregnancy	**10%**	12%
Abortion should be legal only before a fetal heartbeat is detected (at approximately the first 6 weeks of pregnancy)	**8%**	9%
Abortion should be legal only in the first 15 weeks of pregnancy	**6%**	8%
Other	**1%**	2%
Unsure/I don't know	**6%**	4%

CRIME & PUBLIC SAFETY

Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Homelessness is a serious problem in the United States	89%	3%	94%	2%
Crime is a growing problem in the United States	74%	10%	77%	10%
Government authorities have become too lenient on criminals	70%	8%	69%	15%
Children in my community are generally safe at the schools they attend	63%	20%	58%	23%
Police departments in the United States are understaffed	61%	13%	64%	14%
Homelessness is a serious problem in my neighborhood	60%	23%	77%	16%
I believe that stricter gun control laws would reduce crime	60%	26%	41%	49%

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Crime & Public Safety

How much do you agree or disagree with the following statements? [*Crime & Public Safety*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
My Police Department is understaffed	56%	15%	55%	14%
Government authorities are doing a good job combating crime in my neighborhood	56%	23%	29%	38%
Government authorities are doing a good job protecting businesses near where I live and shop	55%	20%	36%	30%
I support second amendment gun rights	54%	22%	75%	13%
Crime is a growing problem where I live	52%	28%	55%	22%
I feel less safe in my everyday life than I did a year ago	47%	30%	53%	23%
My local government should significantly reduce the resources and budgets for police	30%	47%	18%	68%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

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IMMIGRATION & BORDER SECURITY

Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
We should provide a pathway to legal status (including citizenship) for undocumented immigrants who have been in the U.S. and have not committed a serious crime	76%	8%	62%	25%
Securing our southern border is an important step toward stopping the flow of illegal drugs and sex trafficking into the United States	62%	21%	74%	16%
United States taxpayers cannot afford to pay for all the costs associated with the undocumented migrants in the U.S.	61%	13%	77%	10%
We should reform immigration laws to give higher priority to people with needed skills and education	58%	14%	43%	25%
All migrants who want to enter the United States should be fully vetted first	56%	11%	76%	9%
My feelings about the migrant issue make it more likely I will vote for Democratic candidates in the next election	56%	22%	26%	56%
There are too many undocumented immigrants crossing the border into the United States	56%	15%	75%	14%
The situation at the southern border could be largely solved if the U.S. enforced its current immigration laws	55%	16%	69%	13%
The Biden Administration must take the steps necessary to immediately stop undocumented migrants from entering the United States	54%	25%	72%	12%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
It is not fair that migrants get free housing, food, and healthcare when so many longtime Americans struggle to pay for those things	54%	23%	77%	11%
Local law enforcement should be able to detain undocumented migrants	54%	26%	72%	15%
It feels like migrants are being treated better than most Americans	51%	35%	64%	24%
There are too many undocumented migrants coming to my state	51%	19%	72%	13%
The arrival of migrants has made the affordable housing problem worse	51%	23%	64%	19%
The Biden administration is primarily responsible for the situation at the southern border	51%	24%	54%	32%
The resettling of all the migrants will, in the long-run, benefit the United States	49%	18%	29%	47%
The United States military should be used to secure the southern border	47%	30%	64%	22%
Undocumented migrants will take jobs away from poorer and working-class Americans	47%	41%	59%	23%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

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Immigration & Border Security

How much do you agree or disagree with the following statements? [*Immigration & Border Security*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The rules that I have to live by don't seem to apply to migrants	46%	28%	66%	20%
I support the way the Biden Administration is managing the southern border	44%	30%	16%	64%
Most undocumented migrants who entered the U.S. over the last few years should be deported	43%	36%	57%	24%
Government benefits like healthcare should be provided to undocumented immigrants free of cost	42%	33%	21%	64%
Undocumented immigrants arriving across the southern border should be transported by the government throughout the United States	42%	39%	24%	50%
I am confident that the Biden administration has a plan to effectively deal with the undocumented migrant issue	40%	35%	23%	60%
The U.S. should complete the construction of a wall on the southern border of the U.S.	40%	39%	55%	27%
My feelings about the migrant issue make it more likely I will vote for Republican candidates in the next election	40%	40%	54%	31%
I support the way my state and local officials are handling the migrant issue	38%	31%	22%	55%
Undocumented migrants have increased crime in my state	36%	34%	62%	21%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

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CLIMATE CHANGE & ENERGY POLICY

Climate Change & Energy Policy

How much do you agree or disagree with the following statements? [*Climate Change & Energy Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Climate change is a result of human activity	77%	8%	63%	22%
Climate change is a very big threat to the planet	65%	16%	58%	25%
Governments should create policies that encourage oil and gas production in the U.S.	60%	11%	62%	20%
Government regulation and action on climate change is hurting the economy	58%	13%	52%	26%
Action should be taken on climate change even if it means significant restrictions on my use of cars, trucks, and planes	51%	23%	39%	45%
Action should be taken on climate change even if it means a significant increase in my taxes or in my gas and electricity expenses	46%	28%	30%	53%
The United States should eliminate fossil fuels as a source of energy for its electric power grid	42%	26%	34%	44%

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GOVERNMENT

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Government

How much do you agree or disagree with the following statements? [*Government*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
The jury decision to convict Donald Trump of multiple felonies in New York was correct	68%	20%	38%	42%
The federal government of the United States has become too intrusive in the lives of Americans	65%	16%	68%	13%
The recent felony trial of Donald Trump in New York was conducted fairly	62%	26%	38%	43%
The voting in the 2020 election was free and fair and the vote-counting was done accurately	59%	20%	45%	37%
The United States Justice Department has become politicized in its prosecutions	57%	15%	64%	20%
The federal government of the United States is too big and powerful	54%	23%	56%	20%
I want the next president to shrink the size of the federal government	48%	13%	49%	23%
The FBI has become politicized in its investigations	47%	20%	63%	19%
I am confident that Social Security and Medicare benefits, that are similar to those of current retirees, will be available in the future to younger generations	39%	35%	30%	46%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

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GOVERNMENT POLICY

Government Policy

How much do you agree or disagree with the following statements? [*Government Policy*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I support the Biden Administration's efforts to forgive student loans	70%	15%	42%	47%
China represents the most serious economic and geo-political threat to the United States	60%	10%	68%	11%
I think that the United States government should provide expanded benefits and entitlements to Americans	60%	13%	57%	18%
The U.S. government should spend less money supporting the war in Ukraine	53%	22%	53%	30%
I think that the United States spends too much on defense and the military	50%	21%	32%	50%
The government should ban social media, like Facebook and TikTok, from being used by children	47%	30%	46%	33%
Iran is the primary destabilizing force in the Middle East	46%	9%	50%	13%
The age required to collect full Social Security benefits will need to be raised in order to keep the program from running out of money	45%	29%	42%	29%
I support the way the Biden Administration is dealing with the Israel-Hamas war	42%	29%	20%	51%
Student loans should not be forgiven and paid for by taxpayers	41%	32%	51%	35%
Growth in spending on entitlements, like Social Security and Medicaid, needs to be reduced	36%	34%	22%	50%
The United State should increase the amount of military aid it sends to Israel	29%	42%	26%	47%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

TECHNOLOGY

Technology

How much do you agree or disagree with the following statements? [*Technology*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Artificial Intelligence (AI) technology will be used to create a significant amount of misleading and deceptive information, pictures and video that will be hard to identify as fake	73%	11%	78%	8%
Artificial Intelligence (AI) technology should be heavily regulated by the federal government	66%	11%	61%	17%
Artificial Intelligence (AI) technology will eliminate more jobs than it creates	65%	11%	67%	10%
Social media, like Facebook and TikTok, does more harm than good	46%	33%	59%	24%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

EDUCATION

Education

| How much do you agree or disagree with the following statements? [*Education*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
Parents should be allowed to know what is being taught in the public schools that their children attend	75%	8%	89%	4%
Parents should have a say in what is taught to their children in public schools	69%	14%	76%	11%
More emphasis should be placed on trade schools	68%	8%	66%	7%
College is no longer worth the cost for most students	66%	12%	71%	11%
All parents should have publicly-funded options, beyond traditional public schools, to educate their children	63%	12%	64%	18%
The public schools in my neighborhood are good	58%	14%	50%	21%
The public school system is working well in my state	51%	19%	33%	34%
Public schools where I live are better than they were before the pandemic	38%	23%	21%	33%
Colleges and universities should be allowed to use race in admissions decisions	36%	43%	19%	65%
The federal government's Department of Education should be eliminated	27%	44%	26%	42%

5 pt Scale: Agree = 4,5, Disagree = 1,2, Neutral = 3 (not reported), No opinion = 0 (Not reported)
Agree and Disagree above will not sum to 100%
Among likely voters 18+
Source: Univision political tracker in collaboration with Media Predict as of July 2024

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Information Sources & Language Preferences
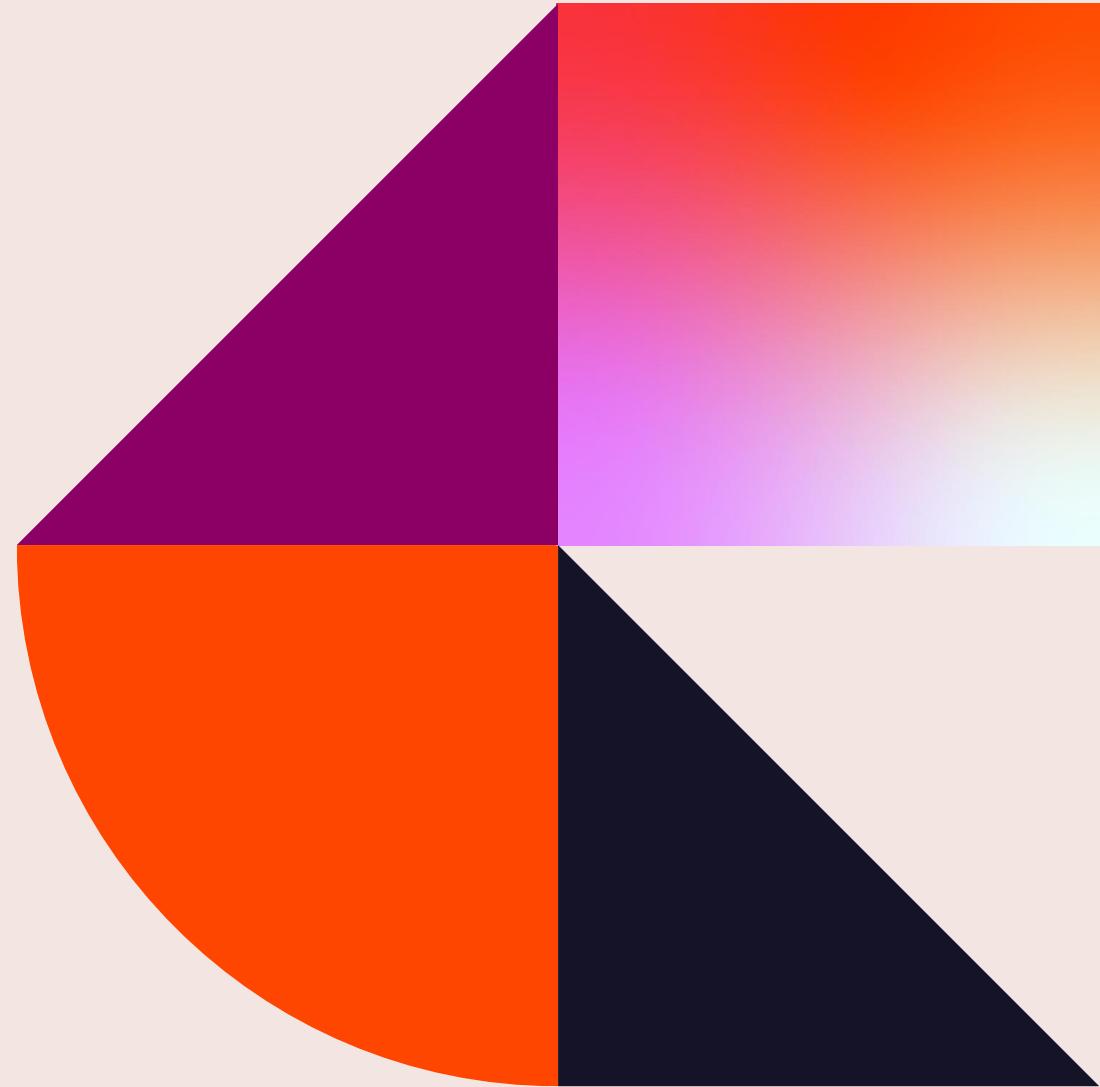
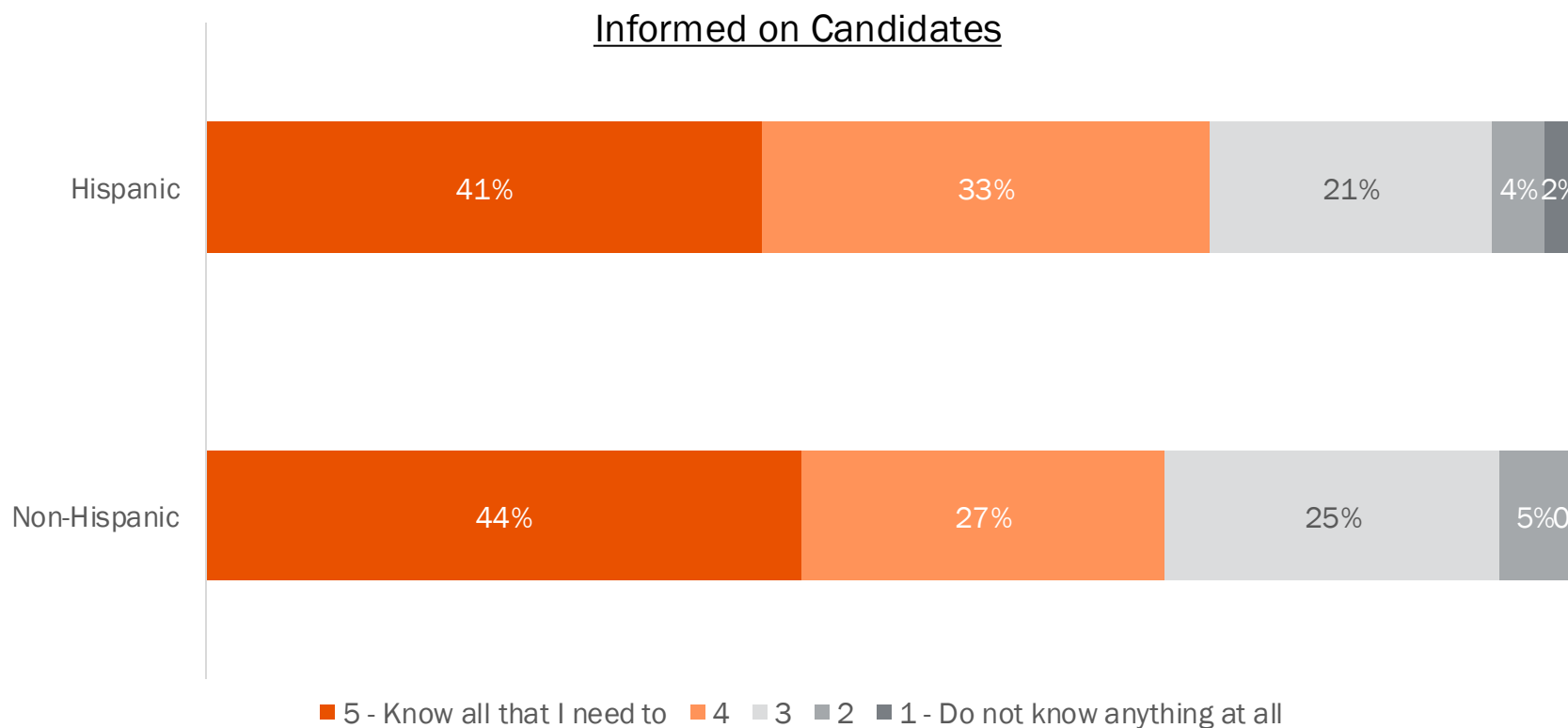# YouTube, TikTok, Facebook & Local TV Most Heavily Used Political Information Sources by Hispanics

Which of the following sources are you currently using to follow developing political issues? Select all that apply.

Information Sources

	Hispanic	Non-Hispanic		Hispanic	Non-Hispanic
YouTube	55%	48%	Online publications	21%	34%
TikTok	42%	23%	Podcasts	17%	30%
Facebook	33%	37%	Newspapers	14%	26%
Local Television	32%	46%	Radio	14%	24%
X, formerly known as Twitter	30%	26%	Snapchat	11%	9%
Family	30%	29%	Community organization	10%	6%
Friends	30%	37%	Religious organization/Church	8%	8%
Instagram	28%	26%	School	7%	5%
National Television (like network programs or cable news)	26%	55%	Magazines	5%	8%
Debates	22%	27%	None of these	1%	3%

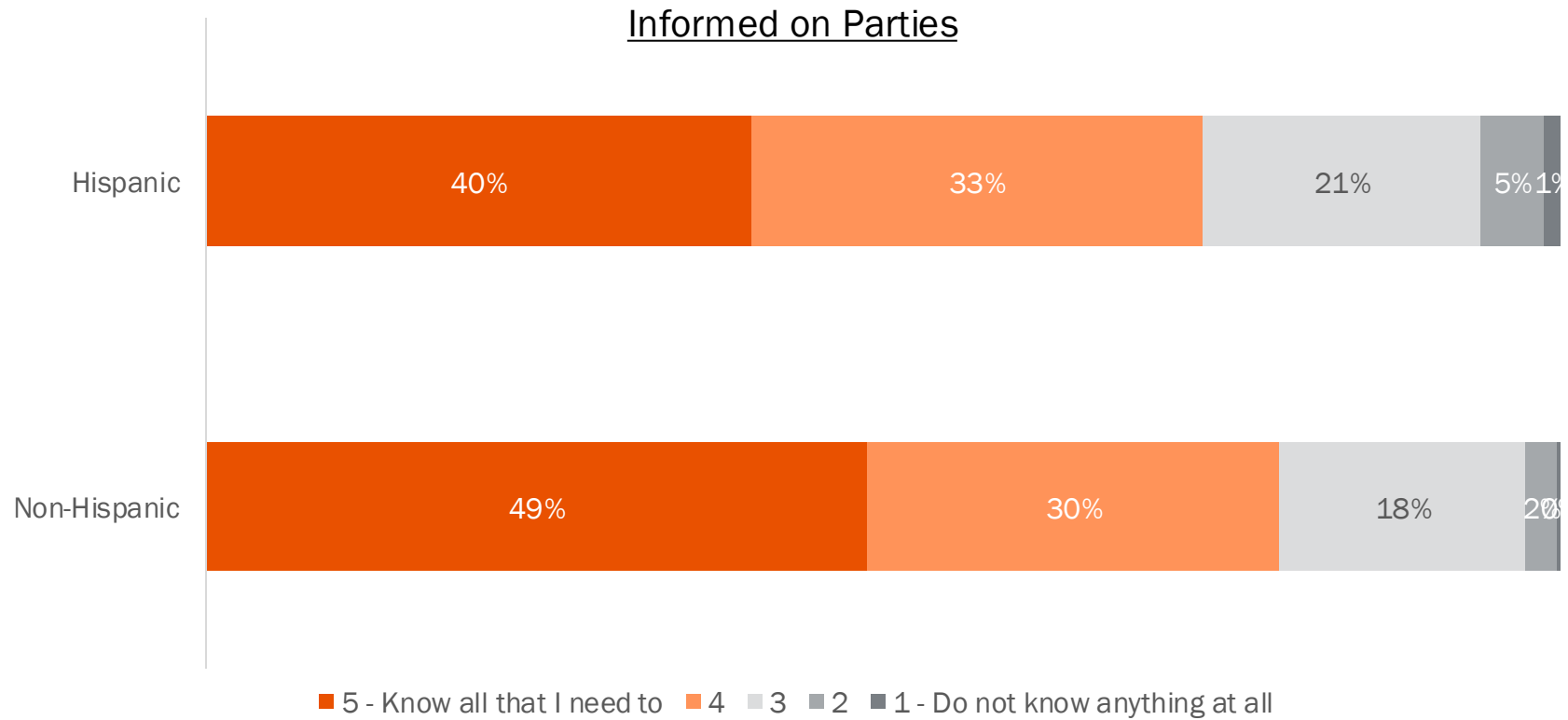Televisa Univision | Consumer Strategy & Insights

59% of Hispanics Need More Information About the Candidates & Their Positions on the Issues

Do you think that you know enough now about the candidates and their positions on the issues most important to you to confidently make a voting decision?
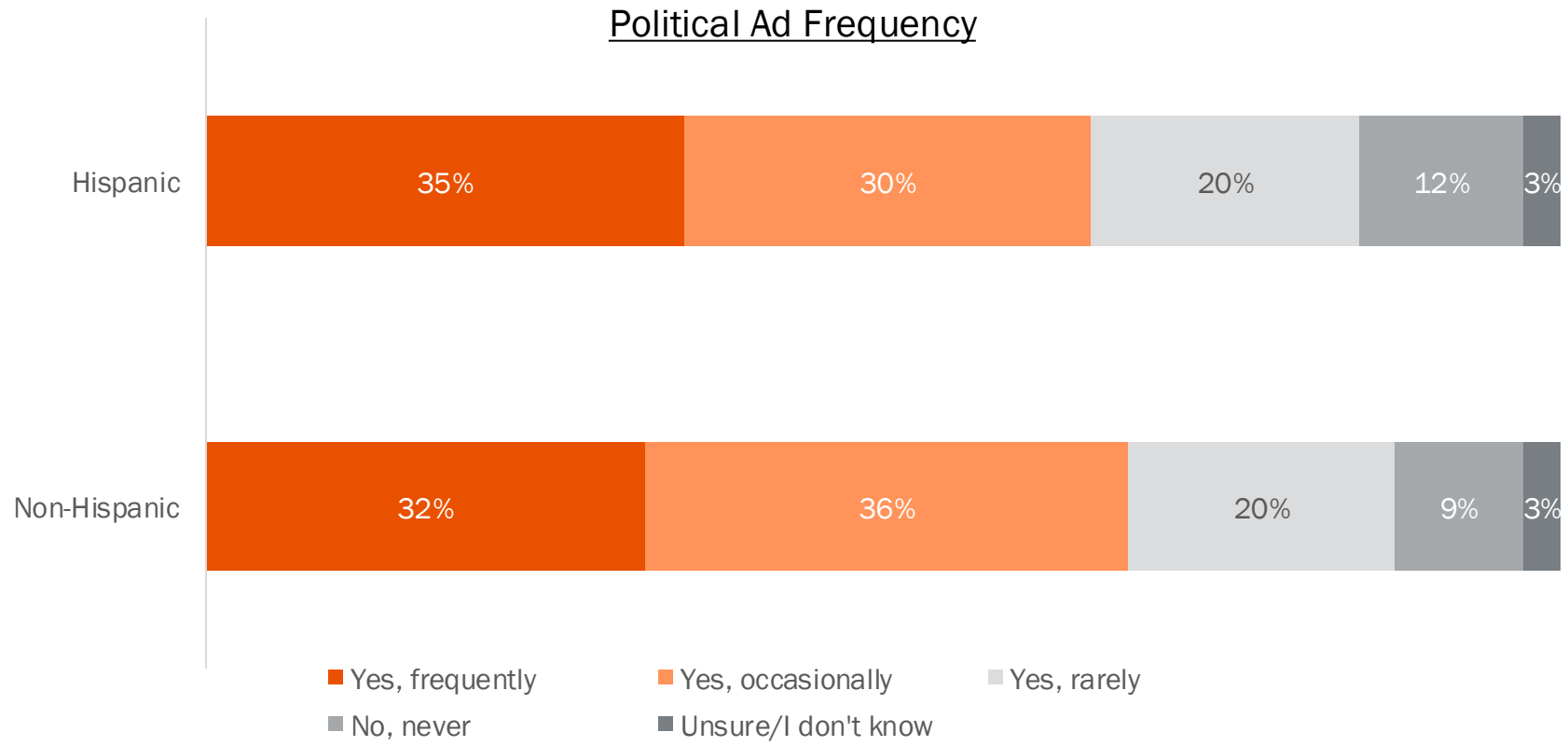
Informed on Candidates

	5 - Know all that I need to	4	3	2	1
Hispanic	41%	33%	21%	4%	2%
Non-Hispanic	44%	27%	25%	5%	0%

Legend: ■ 5 - Know all that I need to ■ 4 ■ 3 ■ 2 ■ 1 - Do not know anything at all

60% of Hispanics Don't Have All the Party Information They Need to Make Voting Decision

Do you think that you know enough now about where the political parties stand on the issues most important to you to confidently make a voting decision?

Informed on Parties

	5 - Know all that I need to	4	3	2	1 - Do not know anything at all
Hispanic	40%	33%	21%	5%	1%
Non-Hispanic	49%	30%	18%	2%	

■ 5 - Know all that I need to ■ 4 ■ 3 ■ 2 ■ 1 - Do not know anything at all

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62% of Hispanics Occasionally, Rarely or Never See Political Ads

In the last 30 days, have you heard or seen any ads from political candidates or their campaigns in an effort to win your vote?

Political Ad Frequency

Hispanic
| 35% | 30% | 20% | 12% | 3% |

Non-Hispanic
| 32% | 36% | 20% | 9% | 3% |

■ Yes, frequently   ■ Yes, occasionally   ■ Yes, rarely

■ No, never   ■ Unsure/I don't know

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Messaging in Spanish is *Powerful* and *Connects*

73%
OF HISPANICS AGREE

I *appreciate when candidates advertise in Spanish* in trying to win my vote
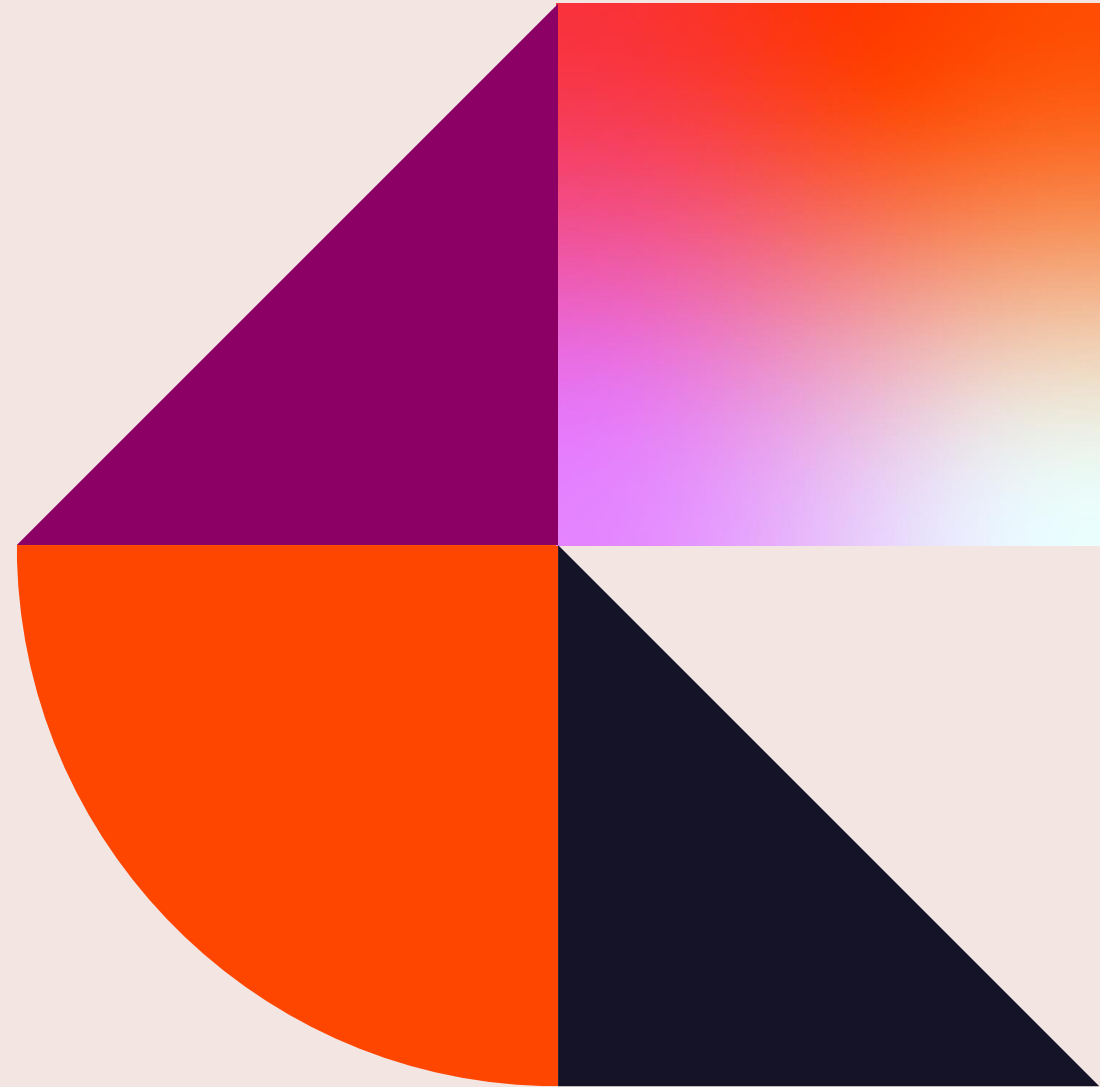
61%
OF HISPANICS AGREE

Political parties and candidates who advertise in Spanish are *showing me they want my vote*

59%
OF HISPANICS AGREE

When a political party or candidate communicates with me in Spanish, it suggests that *they are truly interested in Hispanics and our community*
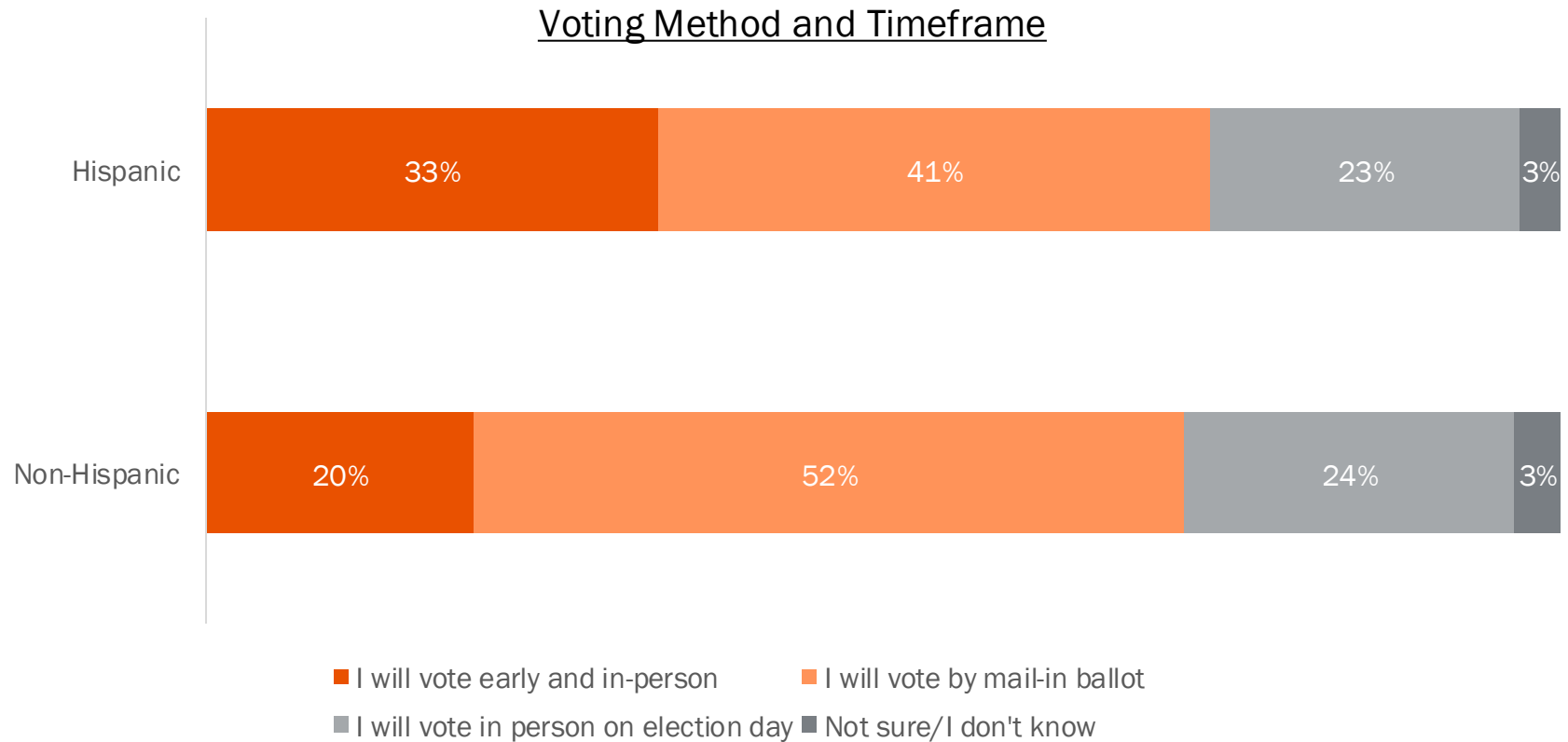
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Voting & Campaign Information

Voting Method and Timeframe

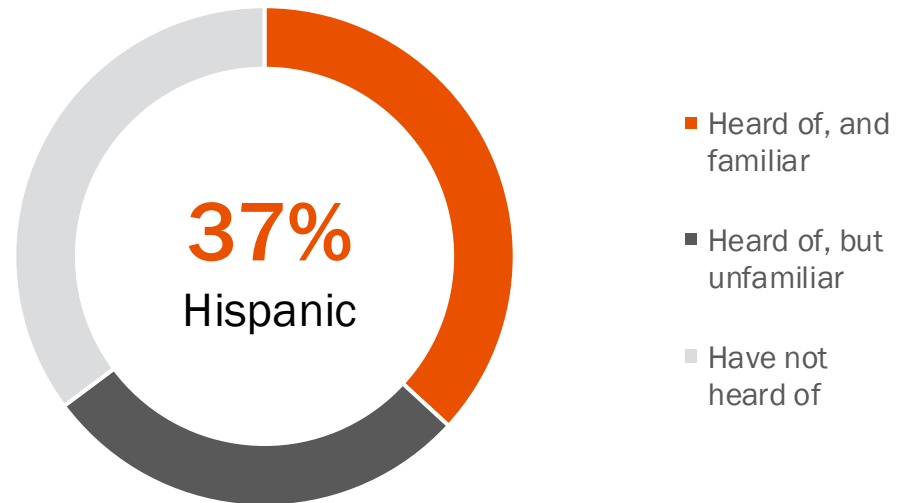## - HISPANICS MORE LIKELY THAN NON-HISPANICS TO VOTE EARLY AND IN PERSON

How do you plan to vote in the General election?

Voting Method and Timeframe

Hispanic: 33% | 41% | 23% | 3%

Non-Hispanic: 20% | 52% | 24% | 3%

- I will vote early and in-person
- I will vote by mail-in ballot
- I will vote in person on election day
- Not sure/I don't know

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Vota Conmigo Familiarity

How familiar or unfamiliar are you with the "Vota Conmigo" campaign?

Vota Conmigo Familiarity

37%
Hispanic

- ■ Heard of, and familiar
- ■ Heard of, but unfamiliar
- ■ Have not heard of

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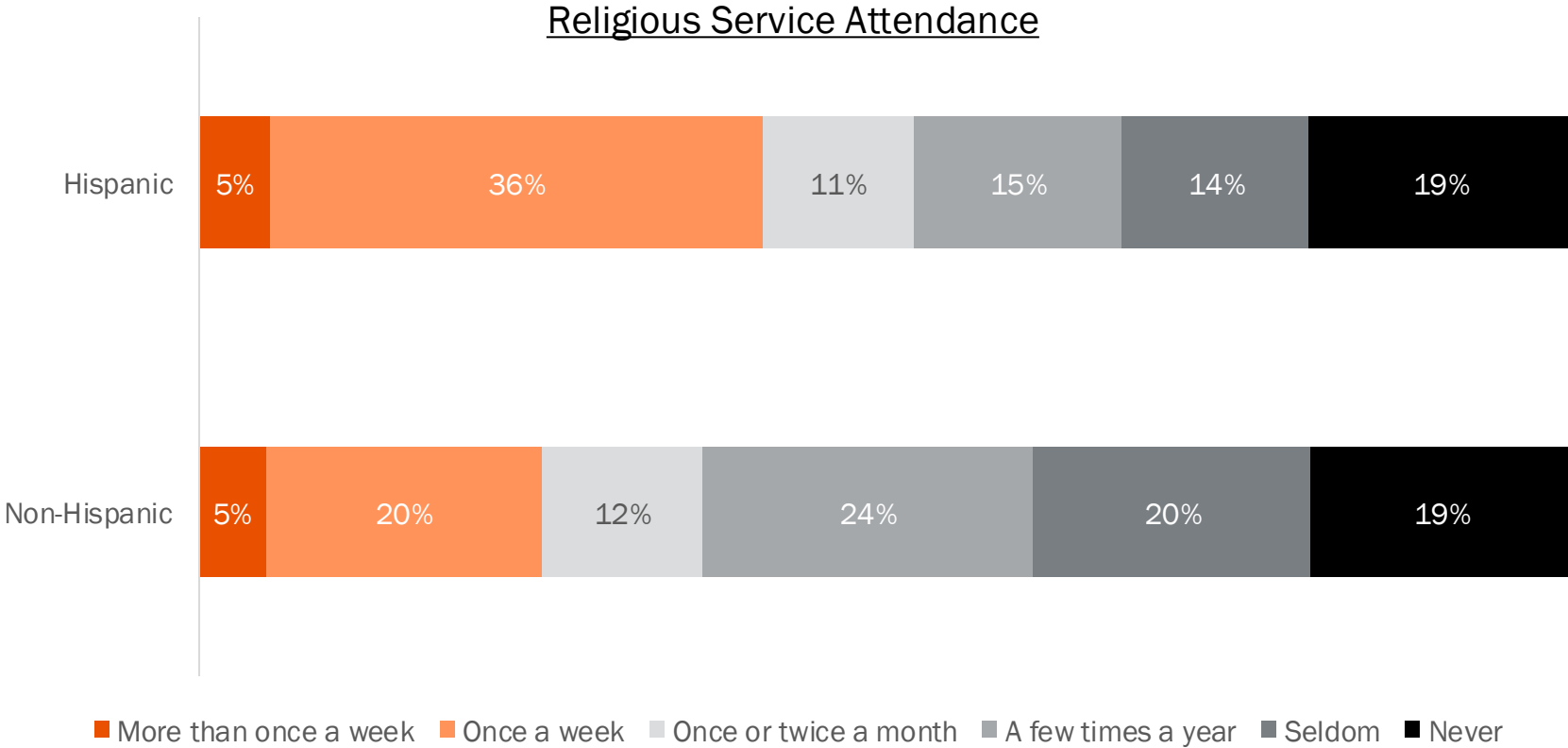
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Gracias

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APPENDIX

Religious Service Attendance

Aside from weddings and funerals, how often would you say that you attend religious services?

Religious Service Attendance

Hispanic
| 5% | 36% | 11% | 15% | 14% | 19% |

Non-Hispanic
| 5% | 20% | 12% | 24% | 20% | 19% |

■ More than once a week ■ Once a week ■ Once or twice a month ■ A few times a year ■ Seldom ■ Never

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Political Campaigning

How much do you agree or disagree with the following statements? [Political *Campaigning*]	Hispanic		Non-Hispanic	
	Agree	Disagree	Agree	Disagree
I feel that candidates and their campaigns are making a strong effort to win my vote	56%	20%	55%	12%
I appreciate being personally contacted, by phone or by knocking at my door by a political party, candidate or organization that is looking to influence my vote	37%	38%	25%	54%

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Ballot Language Preference

When voting, I prefer to receive a ballot in...

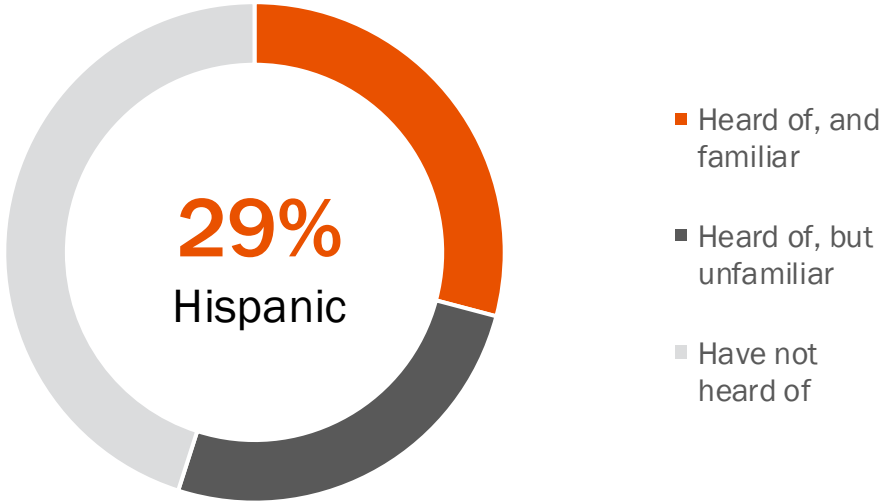Ballot Language Preference

93%
Hispanic

- Spanish
- English
- No preference
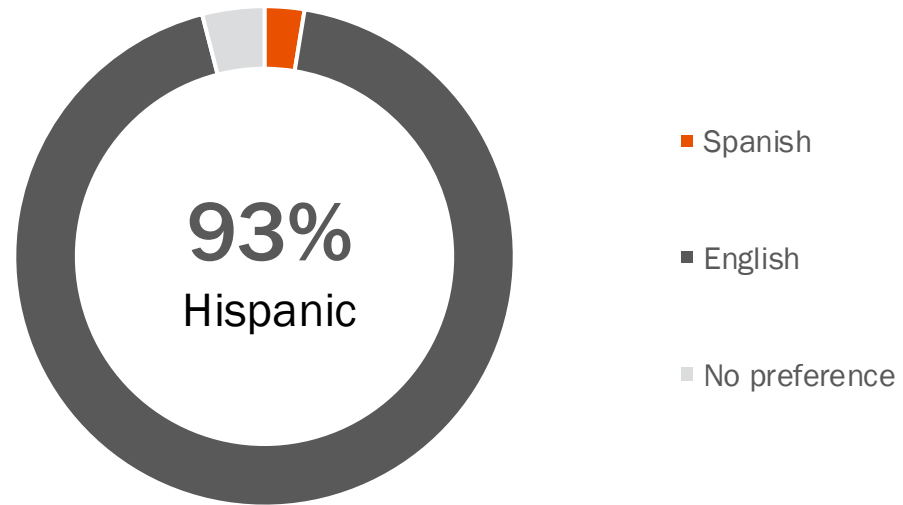
Poder Latino Familiarity

How familiar or unfamiliar are you with the "Poder Latino" campaign?

Poder Latino Familiarity

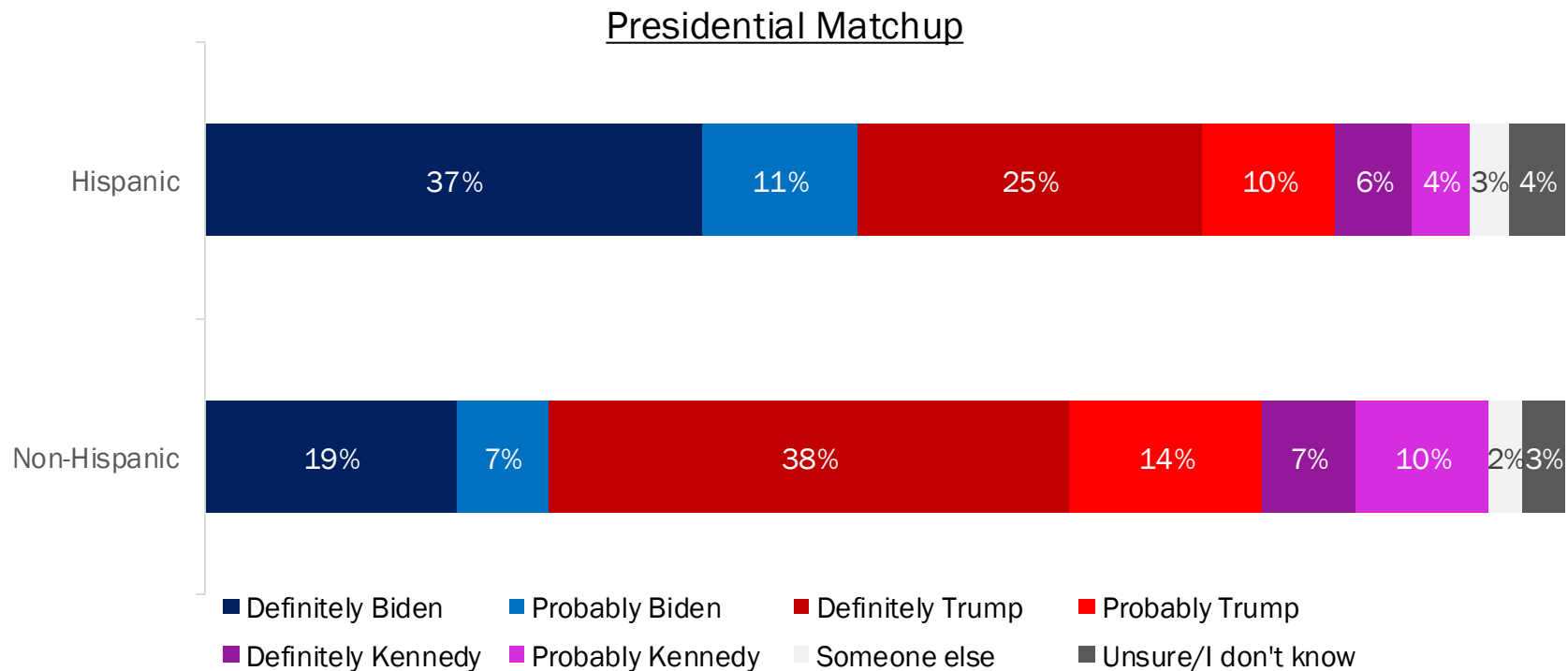**29%** Hispanic

- Heard of, and familiar
- Heard of, but unfamiliar
- Have not heard of

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SLIDES WITH BIDEN

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Matchup: Biden vs Trump vs Kennedy (Top Box)

- **- JOE BIDEN LEADS AMONG HISPANICS, HIGHER THAN NON-HISPANICS**
- **- KENNEDY PERFORMS LOWER AMONG HISPANICS THAN NON-HISPANICS**
- **- 29% OF HISPANICS UP FOR GRABS (25% NOT DEFINITE, 4% UNSURE)**

If the election for President were being held today, and the candidates were Joe Biden (D), Robert F. Kennedy, Jr (I), and Donald Trump (R) for whom would you vote?

Presidential Matchup

	Hispanic	Non-Hispanic
Definitely Biden	37%	19%
Probably Biden	11%	7%
Definitely Trump	25%	38%
Probably Trump	10%	14%
Definitely Kennedy	6%	7%
Probably Kennedy	4%	10%
Someone else	3%	2%
Unsure/I don't know	4%	3%

Legend: Definitely Biden, Probably Biden, Definitely Trump, Probably Trump, Definitely Kennedy, Probably Kennedy, Someone else, Unsure/I don't know

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Top Issues by Hispanic Voter Type

Thinking about the issues, how important are the following issues to you?

Top 10 Issues Among Definitely Biden Voters	% Hispanic Top Box
Cost of living	78%
Affordable housing	75%
Healthcare	72%
Social security / Medicare	67%
Economy / jobs	63%
Education	55%
Entitlements / social services reform (Medicare, welfare, etc.)	54%
Inflation	53%
Immigration	52%
Abortion	50%

Top 10 Issues Among Unsure/Not-Definite Voters	% Hispanic Top Box
Cost of living	72%
Economy / jobs	69%
Inflation	60%
Gas prices	57%
Affordable housing	56%
Crime and public safety	53%
Healthcare	52%
Education	47%
Climate change	46%
Government spending / deficit	46%

Top 10 Issues Among Definitely Trump Voters	% Hispanic Top Box
Economy / jobs	72%
Education	69%
Cost of living	67%
Gas prices	64%
Inflation	62%
Taxes	62%
Gun rights / 2nd amendment	55%
Defense / military	55%
Crime and public safety	55%
Affordable housing	53%

41% of Hispanics Not Completely Certain about Their Vote for President

How certain are you that this is the right choice of candidate for you?

Presidential Vote Certainty

Hispanic	59%	22%	16% 1% 1%
Non-Hispanic	51%	29%	14% 2% 4%

■ 5 - Completely certain ■ 4 ■ 3 ■ 2 ■ 1 - Not certain at all

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